

**DMDC Report No. 98-011**  
**September 1998**

# **YOUTH ATTITUDE TRACKING STUDY 1997: PROPENSITY AND ADVERTISING REPORT**

**DISTRIBUTION STATEMENT A**

**Approved for public release;  
Distribution Unlimited**

**Defense Manpower Data Center**  
**Survey & Program Evaluation Division**  
**1600 Wilson Boulevard, Suite 400**  
**Arlington, VA 22209-2593**

**19981009 138**

**DTIC QUALITY INSPECTED 3**

***For additional copies of the application  
software and this report,***

**contact:**

**Defense Technical Information Center**

**ATTN: DTIC-BRR**

**Defense Document Information Center**

**8725 John J. Kingman Rd., Suite #0944**

**Ft. Belvoir, VA 22060-6218**

**(703) 767-8274**

**Ask for Report by ADA-**

CEDS/YATS  
DASW01-96-C-0041  
Item No. 0008BA

## **YOUTH ATTITUDE TRACKING STUDY 1997: PROPENSITY AND ADVERTISING REPORT**

**June 11, 1998**

**Michael J Wilson  
James B. Greenlees  
Tracey Hagerty  
D. Wayne Hintze  
Westat**

**Jerome D. Lehnus  
Defense Manpower Data Center**

Submitted to:

**Defense Manpower Data Center  
Attn: Dr. Jerome D. Lehnus  
Suite 701  
1555 Wilson Blvd.  
Arlington, VA 22209-2593**

Submitted by:

**Westat, Inc.  
Dr. Michael J Wilson, Project Director  
1650 Research Boulevard  
Rockville, MD 20850**

The views, opinions, and findings in this report are those of the author(s) and should not be construed as an official Department of Defense position, policy, or decision, unless so designated by other official documentation.

<u>Chapter</u>		<u>Page</u>
	<b>ACKNOWLEDGMENTS .....</b>	xi
	<b>EXECUTIVE SUMMARY .....</b>	xii
<b>1</b>	<b>INTRODUCTION .....</b>	1-1
	Overview of the Fall 1997 YATS Administration .....	1-1
	The Fall 1997 Propensity Report: Content Summary .....	1-1
<b>2</b>	<b>DEMOGRAPHIC CHARACTERISTICS OF THE 1997</b>	
	<b>YATS POPULATION .....</b>	2-1
	Age Distribution and Estimated Population Counts .....	2-1
	School Status, Gender, and Age .....	2-2
	Employment Status by School Status, Gender, and Age .....	2-6
	Race/Ethnicity and Gender .....	2-10
	Region and Gender .....	2-11
	Marital Status, Gender, and Age .....	2-12
	Summary of Population Characteristics .....	2-13
<b>3</b>	<b>ENLISTMENT PROPENSITY FOR THE ACTIVE MILITARY</b>	
	<b>SERVICES .....</b>	3-1
	Propensity Measures .....	3-1
	Historical Trends in Enlistment Propensity .....	3-2
	Trends in Enlistment Propensity by Gender .....	3-2
	Trends in Enlistment Propensity by Age .....	3-6
	Trends in Enlistment Propensity by Race/Ethnicity .....	3-7
	Demographic Correlates of Propensity: 1997 .....	3-9
	Propensity and Age .....	3-9
	Propensity and School Status .....	3-13
	Propensity by Employment and School Status .....	3-18
	Propensity and Race/Ethnicity .....	3-21
	Propensity and Region .....	3-25
	Summary of Demographic Correlates of Propensity .....	3-29
<b>4</b>	<b>ENLISTMENT PROPENSITY FOR THE NATIONAL GUARD</b>	
	<b>AND RESERVES .....</b>	4-1
	Reserve Propensity Measures .....	4-1
	Historical Trends in Reserve Propensity .....	4-2
	Demographic Correlates of Reserve Propensity: 1997 .....	4-8
	Reserve Propensity and Age .....	4-8
	Reserve Propensity and School Status .....	4-15
	Reserve Propensity by Employment and School Status .....	4-18
	Reserve Propensity and Race/Ethnicity .....	4-20
	Reserve Propensity and Region .....	4-22
	Summary of Demographic Correlates of Reserve Propensity .....	4-24



<u>Chapter</u>		<u>Page</u>
<b>5</b>	<b>AWARENESS OF MILITARY ADVERTISING</b> .....	5-1
	Historical Trends in Advertising Awareness.....	5-1
	Advertising Awareness Among Youth: 1997.....	5-7
	1997 Inter-Service Differences in Advertising Awareness.....	5-7
	Sociodemographic Correlates of Advertising Recall.....	5-7
	Advertising Recall and Age.....	5-7
	Advertising Recall and School Status.....	5-12
	Advertising Recall and Employment Status.....	5-16
	Advertising Recall and Race/Ethnicity.....	5-19
	Advertising Recall and Region.....	5-22
	Advertising Awareness and Recruiter Contact.....	5-25
	General and Joint Service Advertising.....	5-25
	Service-Specific Advertising.....	5-28
	Summary of Military Advertising Awareness.....	5-33
<b>6</b>	<b>RECOGNITION OF SERVICE ADVERTISING SLOGANS</b> .....	6-1
	Historical Trends in Slogan Recognition.....	6-2
	Slogan Recognition Among Youth: 1997.....	6-7
	Incorrect Slogan Identification.....	6-14
	Summary of Slogan Recognition.....	6-19
<b>7</b>	<b>MEDIA HABITS AND INTERNET USAGE AMONG THE</b>	
	<b>1997 YATS POPULATION</b> .....	7-1
	Media Habits of Youth.....	7-1
	Measures of Internet Usage.....	7-6
	Internet Access.....	7-6
	Frequency of Internet Access.....	7-8
	Locations from Which Users Access the Internet.....	7-11
	Methods Used to Find Internet Sites.....	7-17
	Access of Military Web Sites.....	7-19
	Summary of Media Habits and Internet Usage.....	7-23
	<b>REFERENCES</b> .....	R-1
<b>APPENDIX A</b>	<b>Calculation of Adjustment Weights for Media Habits Reporting</b> .....	A-1

### List of Tables

<u>Table</u>		
2-1	Fall 1997 YATS - Age Distribution of the YATS Sample and Survey Population, by Gender.....	2-1
2-2	Fall 1997 YATS - School Status, by Gender and Age.....	2-4
2-3	Fall 1997 YATS - Employment Status of Males, by School Status and Age.....	2-7
2-4	Fall 1997 YATS - Employment Status of Females, by School Status and Age.....	2-9

<u>Table</u>		<u>Page</u>
2-5	Fall 1997 YATS - Race/Ethnicity, by Gender.....	2-10
2-6	Fall 1997 YATS - Region, by Gender .....	2-11
2-7	Fall 1997 YATS - Marital Status, by Gender and Age .....	2-12
3-1	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, 1992-1997.....	3-3
3-2	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, 1992-1997 .....	3-4
3-3	Fall 1997 YATS - Percent Positive Active Composite Propensity, by Gender and Age, 1992-1997 .....	3-6
3-4	Fall 1997 YATS - Percent Positive Active Composite Propensity, by Race/Ethnicity and Gender, 1992-1997.....	3-8
3-5	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Age .....	3-10
3-6	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Age.....	3-12
3-7	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by School Status .....	3-14
3-8	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by School Status.....	3-16
3-9	Fall 1997 YATS - Percent Positive Active Composite Propensity Among Males, by Employment and School Status .....	3-18
3-10	Fall 1997 YATS - Percent Positive Active Composite Propensity Among Females, by Employment and School Status.....	3-20
3-11	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Race/Ethnicity .....	3-21
3-12	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Race/Ethnicity.....	3-23
3-13	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Region .....	3-25
3-14	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Region .....	3-27
4-1	Fall 1997 YATS - Percent Positive Active and Reserve Composite Propensity, by Gender, 1992-1997 .....	4-3
4-2	Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity, by Gender, 1992-1997 .....	4-4

## Table of Contents

---

<u>Table</u>	<u>Page</u>
4-3 Fall 1997 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity, by Gender, 1992-1997 .....	4-6
4-4 Fall 1997 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Age.....	4-9
4-5 Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity, by Gender and Age .....	4-13
4-6 Fall 1997 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by School Status and Gender .....	4-16
4-7 Fall 1997 YATS - Percent Positive Reserve Composite Propensity Among Males and Females, by Employment and School Status .....	4-18
4-8 Fall 1997 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Race/Ethnicity .....	4-20
4-9 Fall 1997 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Region.....	4-22
5-1 Fall 1997 YATS - Unaided Advertising Awareness, by Gender, 1993-1997 .....	5-3
5-2 Fall 1997 YATS - Unaided Advertising Awareness (Joint Service), by Gender, 1993-1997 .....	5-6
5-3 Fall 1997 YATS - Unaided Advertising Awareness Among Males, by Age.....	5-8
5-4 Fall 1997 YATS - Unaided Advertising Awareness Among Females, by Age .....	5-10
5-5 Fall 1997 YATS - Unaided Advertising Awareness, by School Status and Gender.....	5-13
5-6 Fall 1997 YATS - Unaided Advertising Awareness, by Employment Status and Gender.....	5-17
5-7 Fall 1997 YATS - Unaided Advertising Awareness, by Race/Ethnicity and Gender.....	5-20
5-8 Fall 1997 YATS - Unaided Advertising Awareness, by Region and Gender .....	5-23
5-9 Fall 1997 YATS - Recruiter Contact by Advertising Awareness and Gender.....	5-26
5-10 Fall 1997 YATS - Recruiter Contact Among Males by Service-Specific Advertising Awareness.....	5-29
5-11 Fall 1997 YATS - Recruiter Contact Among Females by Service-Specific Advertising Awareness.....	5-30
6-1 Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Males, 1992-1997 .....	6-4
6-2 Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Females, 1992-1997.....	6-5

<u>Table</u>		<u>Page</u>
6-3	Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Males, by Age .....	6-8
6-4	Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Females, by Age .....	6-11
6-5	Fall 1997 YATS - Slogan Recognition Among Males, by Age .....	6-15
6-6	Fall 1997 YATS - Slogan Recognition Among Females, by Age.....	6-17
7-1	Fall 1997 YATS – Media Habits, by Gender .....	7-3
7-2	Internet Usage, by Gender, Age, School Status and Race/Ethnicity, 1996-1997 .....	7-7
7-3	Fall 1997 YATS – Frequency of Internet Usage, by Gender, 1997 .....	7-9
7-4A	Fall 1997 YATS – Youth Who Access the Internet at Least Weekly, by Gender, Age, School Status, and Race/Ethnicity, 1996-1997 .....	7-10
7-4B	Fall 1997 YATS – Internet Users Who Access the Internet at Least Weekly, by Gender, Age, School Status, and Race/Ethnicity, 1996-1997 .....	7-11
7-5	Fall 1997 YATS – Location of Internet Usage, by Gender, 1997 .....	7-12
7-6	Fall 1997 YATS - Location of Internet Usage, by Gender and Age, 1996-1997.....	7-14
7-7A	Fall 1997 YATS - Location of Internet Usage Among Males, by School Status, 1996-1997 .....	7-15
7-7B	Fall 1997 YATS - Location of Internet Usage Among Females, by School Status, 1996-1997 .....	7-16
7-8	Fall 1997 YATS - Location of Internet Usage, by Gender and Race/Ethnicity, 1996-1997 .....	7-18
7-9	Fall 1997 YATS – Methods for Finding Internet Sites, by Gender .....	7-19
7-10	Fall 1997 YATS – Access of Military Web Sites, by Gender, 1997.....	7-20
7-11	Fall 1997 YATS – Access of Military Web Sites, by Gender, Age, School Status, and Race/Ethnicity, 1996-1997 .....	7-21
7-12	Fall 1997 YATS – Access of Military Web Sites, by Gender, Age, School Status, and Race/Ethnicity, 1996-1997 .....	7-22

## List of Figures

<u>Figure</u>		<u>Page</u>
2-1	Fall 1997 YATS - Age Distribution of the YATS Survey Population, by Gender .....	2-2
2-2A	Fall 1997 YATS - School Status, by Gender.....	2-5
2-2B	Fall 1997 YATS - School Status Among Males, by Age .....	2-5
2-2C	Fall 1997 YATS - School Status Among Females, by Age .....	2-6
2-3	Fall 1997 YATS - Race/Ethnicity, by Gender.....	2-10
2-4	Fall 1997 YATS - Region, by Gender .....	2-11
3-1	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, 1992-1997.....	3-4
3-2A	Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, 1992-1997 .....	3-5
3-2B	Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention, by Gender, 1992-1997.....	3-5
3-3	Fall 1997 YATS - Active Composite Propensity, by Gender and Single Year of Age, 1995-1997 .....	3-7
3-4	Fall 1997 YATS - Percent Positive Active Composite Propensity, by Race/Ethnicity and Gender, 1992-1997.....	3-9
3-5A	Fall 1997 YATS - Percent Positive Active Composite Propensity and Unaided Mention Among Males, by Single Year of Age .....	3-10
3-5B	Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Males, by Age .....	3-11
3-6A	Fall 1997 YATS - Percent Positive Active Composite Propensity and Unaided Mention Among Females, by Single Year of Age.....	3-12
3-6B	Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Females, by Age .....	3-13
3-7A	Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by School Status .....	3-15
3-7B	Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Males, by School Status.....	3-15
3-8A	Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by School Status .....	3-17
3-8B	Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Females, by School Status .....	3-17

<u>Figure</u>		<u>Page</u>
3-9	Fall 1997 YATS - Percent Positive Active Composite Propensity Among Males, by Employment and School Status .....	3-19
3-10	Fall 1997 YATS - Percent Positive Active Composite Propensity Among Females, by Employment and School Status.....	3-20
3-11A	Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by Race/Ethnicity .....	3-22
3-11B	Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Males, by Race/Ethnicity .....	3-22
3-12A	Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by Race/Ethnicity.....	3-24
3-12B	Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Females, by Race/Ethnicity .....	3-24
3-13A	Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by Region .....	3-26
3-13B	Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Males, by Region .....	3-26
3-14A	Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by Region .....	3-28
3-14B	Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Females, by Region .....	3-28
4-1	Fall 1997 YATS - Percent Positive Active and Reserve Composite Propensity, by Gender, 1992-1997 .....	4-3
4-2	Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity, by Gender, 1992-1997 .....	4-4
4-3A	Fall 1997 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity Among Males, 1992-1997 .....	4-7
4-3B	Fall 1997 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity Among Females, 1992-1997 .....	4-7
4-4A	Fall 1997 YATS - Percent Positive Active and Reserve Composite Propensity Among Males, by Single Year of Age .....	4-10
4-4B	Fall 1997 YATS - Percent Positive Active and Reserve Composite Propensity Among Females, by Single Year of Age.....	4-10
4-4C	Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity Among Males, by Single Year of Age .....	4-11
4-4D	Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity Among Females, by Single Year of Age.....	4-11

## Table of Contents

---

<u>Figure</u>		<u>Page</u>
4-5A	Fall 1997 YATS - National Guard Propensity Among Males.....	4-14
4-5B	Fall 1997 YATS - National Guard Propensity Among Females .....	4-14
4-5C	Fall 1997 YATS - Reserve Propensity Among Males .....	4-14
4-5D	Fall 1997 YATS - Reserve Propensity Among Females .....	4-15
4-6A	Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by School Status.....	4-17
4-6B	Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by School Status .....	4-17
4-7A	Fall 1997 YATS - Percent Positive Reserve Composite Propensity Among Males, by Employment and School Status .....	4-19
4-7B	Fall 1997 YATS - Percent Positive Reserve Composite Propensity Among Females, by Employment and School Status.....	4-19
4-8A	Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by Race/Ethnicity .....	4-21
4-8B	Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by Race/Ethnicity .....	4-21
4-9A	Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by Region .....	4-23
4-9B	Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by Region.....	4-23
5-1A	Fall 1997 YATS - Unaided Advertising Awareness, by Gender, 1993-1997 .....	5-4
5-1B	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, 1993-1997 .....	5-4
5-1C	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, 1993-1997.....	5-5
5-2	Fall 1997 YATS - Unaided Advertising Awareness (Joint Service), by Gender, 1993-1997 .....	5-6
5-3A	Fall 1997 YATS - Unaided Advertising Awareness Among Males, by Single Year of Age .....	5-9
5-3B	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Single Year of Age.....	5-9
5-4A	Fall 1997 YATS - Unaided Advertising Awareness Among Females, by Single Year of Age .....	5-11
5-4B	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Single Year of Age .....	5-11

<u>Figure</u>		<u>Page</u>
5-5A	Fall 1997 YATS - Unaided Advertising Awareness, by School Status and Gender .....	5-15
5-5B	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by School Status .....	5-15
5-5C	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by School Status .....	5-16
5-6A	Fall 1997 YATS - Unaided Advertising Awareness, by Employment Status and Gender .....	5-18
5-6B	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Employment Status .....	5-18
5-6C	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Employment Status .....	5-19
5-7A	Fall 1997 YATS - Unaided Advertising Awareness, by Race/Ethnicity and Gender .....	5-21
5-7B	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Race/Ethnicity .....	5-21
5-7C	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Race/Ethnicity .....	5-22
5-8A	Fall 1997 YATS - Unaided Advertising Awareness, by Region and Gender .....	5-24
5-8B	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Region .....	5-24
5-8C	Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Region .....	5-25
5-9A	Fall 1997 YATS - Recruiter Contact, by Advertising Awareness and Gender .....	5-27
5-9B	Fall 1997 YATS - Recruiter Contact, by Joint Service Advertising Awareness and Gender .....	5-27
5-10A	Fall 1997 YATS - Any Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Males .....	5-31
5-10B	Fall 1997 YATS - Service-Specific Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Males .....	5-31
5-11A	Fall 1997 YATS - Any Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Females .....	5-32
5-11B	Fall 1997 YATS - Service-Specific Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Females .....	5-32



## Table of Contents

---

<u>Figure</u>		<u>Page</u>
6-1	Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Males, 1992-1997 .....	6-6
6-2	Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Females, 1992-1997 .....	6-6
6-3A	Fall 1997 YATS - Slogan Recognition Among Males, by Single Year of Age - Army .....	6-9
6-3B	Fall 1997 YATS - Slogan Recognition Among Males, by Single Year of Age - Navy .....	6-9
6-3C	Fall 1997 YATS - Slogan Recognition Among Males, by Single Year of Age - Marine Corps .....	6-10
6-3D	Fall 1997 YATS - Slogan Recognition Among Males, by Single Year of Age - Air Force .....	6-10
6-4A	Fall 1997 YATS - Slogan Recognition Among Females, by Single Year of Age - Army .....	6-12
6-4B	Fall 1997 YATS - Slogan Recognition Among Females, by Single Year of Age - Navy .....	6-12
6-4C	Fall 1997 YATS - Slogan Recognition Among Females, by Single Year of Age - Marine Corps .....	6-13
6-4D	Fall 1997 YATS - Slogan Recognition Among Females, by Single Year of Age - Air Force .....	6-13
7-1A	Media Habits, TV, by Gender .....	7-4
7-1B	Media Habits, TV + Background, by Gender .....	7-4
7-1C	Media Habits, Radio, by Gender .....	7-4
7-1D	Media Habits, Radio + Car, by Gender .....	7-4
7-1E	Media Habits, Magazines, by Gender .....	7-5
7-1F	Media Habits, Newspaper, by Gender .....	7-5
7-1G	Media Habits, Internet, by Gender .....	7-5

## ACKNOWLEDGMENTS

The Youth Attitude Tracking Study (YATS) is an annual survey of American youth between the ages of 16 and 24. The 1997 administration was conducted during the Fall of 1997 by Westat, under contract DASW01-96-C-0041 as part of the Joint Market Research Program sponsored by the Office of the Assistant Secretary of Defense (Force Management Policy). This annual report presents findings from the 1997 administration which cover topics such as enlistment propensity, advertising awareness, recruiter contact, and slogan recognition. The success of this report is due to the dedication and efforts of many individuals, both internal and external to Westat.

The YATS Project Directors, Dr. Michael J Wilson and Mr. D. Wayne Hintze, are especially grateful for the guidance provided by certain individuals from the Department of Defense—Dr. W.S. Sellman, Director for Accession Policy [OASD(FMP)] and Dr. Jerome Lehnus, Defense Manpower Data Center (DMDC). Dr. Sellman's guidance was instrumental in the revision of the questionnaire and production of this final report. Dr. Lehnus provided detailed direction and technical review of many tasks associated with the 1997 study as the Senior Scientist responsible for all aspects of the YATS contract. Two of these tasks included a technical revision of the questionnaire and a detailed review of all materials and drafts which led to this report. We would also like to thank the members of the Joint Market Analysis and Research Committee (JMARC) for their recommendations during the questionnaire review phase of the project.

We would also like to thank Dr. David Morganstein and Dr. Adam Chu at Westat for their work on the survey sample design, implementation, and adjustment weighting. The successful data collection effort is due largely to the guidance of Ms. Paula Thompson and Ms. Laura Souza, Westat Telephone Research Center (TRC) operations managers. The project is also indebted to the contributions of several individuals who were responsible for the many programming tasks: Ms. Katie Hubbell, Ms. Seung Namkung, Ms. Fauzia Tirmazi, Ms. Nadene Porter, and Ms. Jacque Wernimont. Thanks are also due to Ms. Jana Kirkman, who was responsible for monitoring database construction and performing essential data editing activities. As ever, we thank Ms. Sonja Ouellette, who provided invaluable support in producing the report.

Finally, sincere thanks are extended to over 300 interviewers and supervisors who worked so diligently to collect the data, and the more than 10,100 youth who took the time out of their busy lives to participate in the study. Because of their participation, we can better understand the attitudes and opinions associated with the enlistment propensity of America's youth.

## EXECUTIVE SUMMARY

This report presents major findings from the Fall 1997 administration of the Youth Attitude Tracking Study (YATS). The report covers demographic characteristics, active and Reserve enlistment propensity, awareness of military advertising, recruiter contact, slogan recognition levels, and media habits and Internet usage of American youth.

Since 1975, the YATS survey has been conducted to provide military manpower officials and members of Congress with data on the future plans and military perceptions of American youth. The Fall 1997 administration collected this data during 30-minute interviews with over 10,000 nonprior service youth between the ages of 16 and 24. Youth were selected using a list-assisted random digit dialing (RDD) method. Interviews utilized the computer assisted telephone interviewing (CATI) methodology.

### YATS Demographic Profile

The YATS population can be described through demographic indicators such as age, race/ethnicity, school status, employment status, marital status, and geographic region. Most of these indicators (except race/ethnicity and region) are related to the age of the youth. Over one-half of all 16-17 year old males (62 percent) and females (56 percent) were nonsenior high school students. Postsecondary or graduate students composed the largest education group among 18-24 year-olds. The percentage of youth currently employed increased with age among males, regardless of education status. This pattern was much less clear among females. Employment was also generally higher among males not currently in school than among the corresponding group of females. Two-thirds of the population are White non-Hispanic; an additional 15 percent are Black non-Hispanic, and 14 percent are Hispanic. Over one-third of the YATS population reside in the South. As is to be expected, the percent of the population currently married is positively related with age. Marital rates are also higher for females than for males within each age group.

### Enlistment Propensity – Active and Reserve

Throughout its administrative lifetime, the primary focus of YATS has been enlistment propensity. YATS measures of active duty propensity are based on the questions: “How likely is it that you will be serving on active duty in the [Army, Navy, Marine Corps, or Air Force]?” Active composite propensity, the percent who say they will “definitely” or “probably” enter at least one of the Services, was relatively high in 1992 and has declined since. This decline was especially

steep among Black youth. Marine Corps propensity showed a relatively slight decline. Propensity among females declined from 1996 to 1997.

In 1997, 21.2 percent of males and 8.9 percent of females expressed a likelihood of enlisting in one or more of the active Military Services. Propensity was higher for the Army and Air Force than for the other Services, and was lowest for the Coast Guard. Propensity measures in 1997 were comparable for Blacks and Hispanics, and both displayed significantly higher levels of propensity than did White youth.

Reserve propensity is measured by the YATS question which asks all youth: **"How likely is it that you will be serving in the [National Guard or Reserves]?"** Reserve propensity among males has not changed significantly since 1994. Reserve propensity among females followed the lead of results for active propensity, declining significantly in 1997 after having remained relatively stable since 1992. In 1997, 16.5 percent of males and 6.9 percent of females expressed positive composite Reserve propensity. There continues to be a negative correlation between composite Reserve propensity and age. Propensity remained higher for the Reserve than for the National Guard among both males and females. Army National Guard propensity also remained higher than Air National Guard propensity. Among males, propensity for the Army Reserve was consistently higher than that for the other Services.

In general, active composite propensity is higher among younger males and females than is composite Reserve propensity. This difference is more striking among males than among females. Males generally show higher levels of propensity than do females, propensity decreases with age, and propensity is higher among Black and Hispanic youth than among White youth.

### **Awareness of Military Advertising**

**Y**ATS measures awareness of military advertising by asking youth if they recall seeing or hearing any military advertising within the past year. Awareness of military advertising remained relatively unchanged in 1997. Approximately 87.4 percent of males and 86.7 percent of females recalled military advertising. Males had higher levels of Service-specific advertising recall than did females. More youth recalled Army advertising than any other Service's advertising. Recall was next highest for Marine Corps advertising.

There was a significant decline in recall of Joint Service advertising—advertising which names each Service. Both males and females displayed a decline in Joint Service advertising, with the levels the lowest in five years. Males and females did not differ significantly in Joint Service advertising recall.

Neither males nor females displayed age-group differences in general advertising recall. Both males and females showed a positive relationship between recall and educational achievement. Advertising awareness was significantly higher among Whites than among Blacks and Hispanics. Among both males and females, recruiter contact rates were significantly higher among youth recalling military advertising than among those who did not.

### **Military Slogan Recognition**

Youth were asked to identify slogans used by the Services in their advertising campaigns. Trends since 1992 showed higher recognition levels among males than females, although the rank order of slogans by recognition level has been similar for males and females. On the whole, slogan recognition decreased in 1997. The Army slogan *Be All You Can Be* showed a slight increase in recognition, and continues to be the most recognized military slogan. Recognition was also high for the Air Force slogan *Aim High* and the Marine Corps slogan *The Few. The Proud.* Coast Guard, Reserve, National Guard, and Joint Service slogans were recognized by at most 2 percent of youth in 1997. Recognition was generally higher among older than younger youth for both males and females. Incorrect attribution of slogans as a rule favored the Army, although the National Guard slogan *Americans at Their Best* was most often attributed to the Marine Corps.

### **Media Habits and Internet Usage**

The 1997 YATS included seven media habits questions about TV, radio, magazines, newspaper, and Internet along with questions about Internet usage. Findings show that youth spend far more time watching television and listening to the radio than they do reading newspapers and magazines. Time spent by the youth on the Internet falls between TV/radio and newspapers/magazines. In general, the media habits of males and females are similar.

The YATS interview also determined the percentage of youth that accessed the Internet, frequency and duration of access, locations from which the Internet was accessed, and how they found specific sites on the Internet. Access to military web pages was also asked in the interviews.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
***Executive Summary***

---

Overall, Internet access increased significantly among youth from 1996 to 1997. Among males, Internet access increased from 53 percent to 64.3 percent. The increase among females was even higher (47.3 to 61.6 percent) which helped narrow the difference between genders. Internet access increased among all demographic groups that are historically tracked by YATS: gender, age, school status, and race/ethnicity. Internet access was highest among college graduates and postsecondary/graduate students, greater for Whites than minorities, and generally decreased as age increased among youth.

YATS results also show that almost one-half of male Internet users (49.3 percent) and approximately 39 percent of female Internet users were accessing the Internet on at least a weekly basis. Over 60 percent of Internet users were accessing the Internet from school, about one-half accessed from home, and one-third accessed the Internet from a friend's or relative's home. The majority of users report that they find Internet sites (1) by "surfing" the web, (2) from web addresses found in print, TV, or radio advertising, (3) from suggestions by others, and (4) using search engines on the Internet.

The percentage of youth visiting military web pages in 1997 was at least double that observed in 1996, although the numbers are still small (males- 8 percent, females- 4 percent). This positive trend, however, indicates that the Internet holds promise as a viable medium for providing military information to today's youth.

## 1. INTRODUCTION

The annual Youth Attitude Tracking Study (YATS) has collected information since 1975 from American youth; this information is vital to the Department of Defense and the individual military Services. This information includes youth attitudes and opinions about future plans, perceptions of the military, military enlistment propensity, contact with military recruiters, and awareness of military advertising. This report presents findings from the Fall 1997 YATS administration which relate to enlistment propensity (active and Reserve) and military advertising awareness.

### Overview of the Fall 1997 YATS Administration

The survey methodology used during the Fall 1997 administration is very similar to that used for the 1996 YATS administration. The sample frame consisted of 16-24 year-old youth, and excluded youth who were currently or had ever been in the military, and youth contracted to serve in the military and waiting to depart for basic training. Youth attending a military service academy or college ROTC were also ineligible for the survey. Since these youth had already made a decision on military service in the past, they were excluded from the survey. More than 270 interviewers collected survey data using computer-assisted-telephone-interviewing (CATI) technology. Interviewers completed thirty-minute interviews with 10,163 youth. Interviews were conducted from September 3, 1997 through November 23, 1997.

The Fall 1997 effort selected a cross-sectional sample of youth using a list-assisted random digit dialing (RDD) method. First introduced for the 1995 administration, this approach is more efficient than either the standard or modified Waksberg RDD designs used in YATS administrations prior to 1995. List-assisted RDD methodology has been used by Westat on many projects over the past several years, but was not considered for YATS until strict comparability with results from the modified Waksberg RDD methodology was established. Details of the methodology used for the 1997 YATS administration can be found in The Fall 1997 YATS Sample Design, Selection, and Weighting Report (Wilson and Chu, 1998).

### The Fall 1997 Propensity Report: Content Summary

Chapter 2 presents information on the demographic characteristics of the 1997 YATS population. The chapter presents findings by age, gender, school status, employment status, race/ethnicity, residence and marital status, with the purpose of profiling American youth. Chapter 3 provides data on enlistment propensity for the active forces (Army, Navy, Marine Corps, Air Force, and Coast Guard), with propensity defined as the estimated percentage of the youth

population saying they would “definitely” or “probably” be on active duty in the military in the near future. The chapter examines propensity by various demographics historically correlated with propensity. This chapter also presents certain propensity findings from 1992 through 1997, providing the reader with a historical comparison for interpreting the 1997 results. Chapter 4 presents similar information for Reserve propensity, the estimated percentage of the youth population saying they would “definitely” or “probably” serve in the National Guard or Reserves in the near future. Chapter 5 discusses advertising awareness among youth, along with the relationship between advertising awareness and recruiter contact. Measures of advertising awareness are examined by demographic groups. Chapter 6 presents findings on recognition of military advertising slogans, overall and by demographic groups. As with the chapters on propensity, Chapters 5 and 6 start with selected findings from 1992 through 1997. Finally, Chapter 7 presents analyses of the reported media habits and Internet usage of youth.

Data within the report are “weighted” to reflect percentage estimates of the relevant youth population. Tables presented in Chapters 3 through 6 also include standard errors for each percentage estimate. Estimates in some tables have been deleted because the standard error was found to be greater than five percentage points.<sup>1</sup> Whenever the percentage estimate is zero, standard errors are replaced by “NA” (Not Applicable). Significance testing between certain pairs of groups was also conducted for findings presented in Chapters 5 and 6, and the relevant tables are annotated with these results.

Data are also presented in charts and figures throughout the report. The presentation of findings related to age in the tables differ from the presentation in the figures. Age data are presented in the tables by four age groups (16-17, 18-19, 20-21, and 22-24 year-olds). Age estimates presented in the figures are meanwhile based on single years of age (16, 17, 18,...24 year-olds). Whenever possible, figures and tables are labeled to facilitate cross-reference by the reader. For example, Figure 3-1 displays data from Table 3-1 and Figures 3-2A and 3-2B display data found in Table 3-2.

---

<sup>1</sup> YATS survey estimates require, for interpretation, consideration of their standard errors. Standard errors presented in this report are estimates of the precision of YATS survey statistics. Statistics with standard errors greater than five percentage points would have margins of error of plus or minus 10 percentage points and are considered too imprecise for publication.



## 2. DEMOGRAPHIC CHARACTERISTICS OF THE 1997 YATS POPULATION

This chapter presents the sociodemographic characteristics of the 1997 YATS population. The discussion characterizes the youth by age, gender, school status, employment status, race/ethnicity, geographic region of residence, and marital status. With the exception of Table 2-1, all percentage estimates in this and succeeding chapters are weighted to represent the YATS population. Weighting the data adjusts the sample so that sample estimates reflect population proportions by age, gender, education, and race/ethnicity, as reported in the Current Population Survey (CPS).

### Age Distribution and Estimated Population Counts

Table 2-1 presents the unweighted age distribution of YATS survey respondents, and the estimated (i.e., weighted) age distribution of the YATS population. The table presents both unweighted and weighted figures separately for males and females. The unweighted counts indicate the number of interviews on which the population estimates are based. A total of 10,163 youth, consisting of 6,050 males and 4,113 females, were interviewed during the Fall 1997 administration.

Table 2-1. Fall 1997 YATS - Age Distribution of the YATS Sample and Survey Population, by Gender						
Age	Males			Females		
	Unweighted	Estimated Population		Unweighted	Estimated Population	
	N	Count* (000's)	Percent <sup>#</sup>	N	Count* (000's)	Percent <sup>#</sup>
16	1,069	2,032	12	641	1,908	12
17	978	2,058	13	690	1,953	12
18	774	1,942	12	492	1,837	11
19	656	1,837	11	456	1,860	11
20	609	1,851	11	471	1,798	11
21	568	1,663	10	368	1,678	10
22	505	1,602	10	352	1,776	11
23	498	1,660	10	364	1,783	11
24	393	1,654	10	279	1,666	10
Total	6,050	16,299	100	4,113	16,258	100
<p>* Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.</p> <p># Percentage distributions may not sum to 100 due to rounding.</p> <p>Source: Q402 and CALCAGE.</p>						

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Demographic Characteristics of the 1997 YATS Population**

---

The number of respondents completing surveys generally decreased as age increased, as older youth in the YATS age range are more difficult to locate. The YATS population consists of slightly over 16 million males and 16 million females, according to the Fall 1997 CPS. As shown in Table 2-1 and in Figure 2-1, there was approximately the same number of youth in each gender/age cohort within the YATS population. The most populous age group within the YATS population was 17 year-old youth.

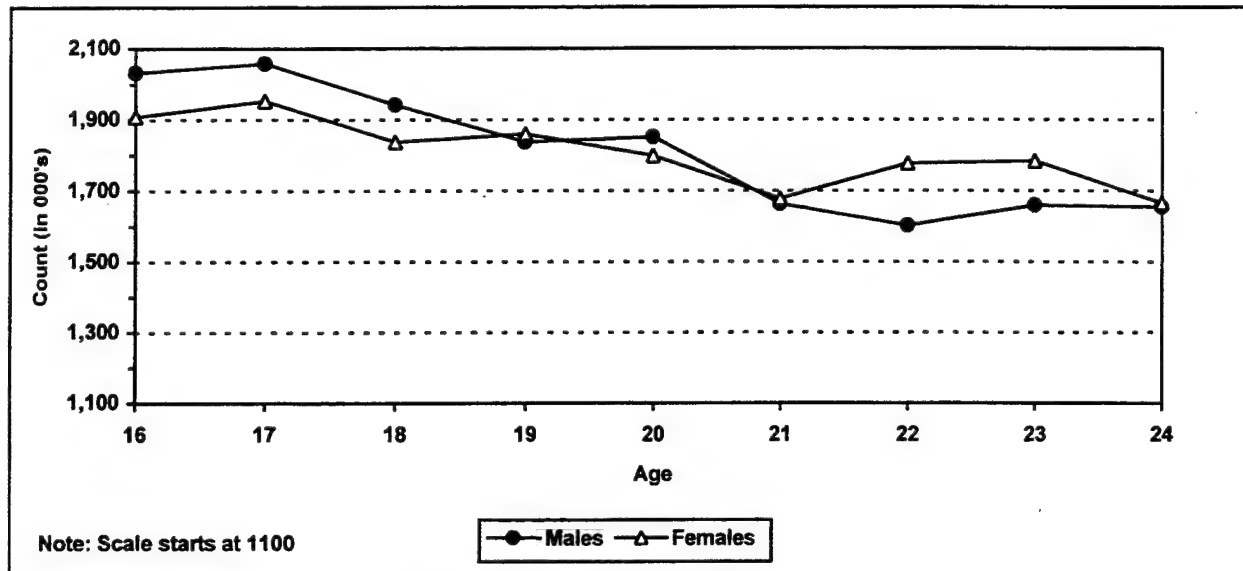


Figure 2-1. Fall 1997 YATS - Age Distribution of the YATS Survey Population, by Gender

### School Status, Gender, and Age

Table 2-2 presents the estimated population percentages of the 1997 YATS population by school status, gender, and age group. These results are also presented in Figures 2-2A through 2-2C. The school status categories used in Table 2-2 are mutually exclusive. The school status categories are defined as follows:

- Non-completers -- youth who were not enrolled in school and had not graduated from high school;
- Non-senior high school students -- youth currently enrolled in the 9th through 11th grade of high school;
- High school seniors -- youth currently enrolled in the 12th grade of high school;
- High school graduates -- youth not currently enrolled who had graduated high school but had not attended college;

- Some college -- youth not currently enrolled who had attended some college but had not earned a bachelor's or higher degree;
- Postsecondary/Graduate students -- high school graduates currently attending college or a business/vocational school; and
- College graduates -- youth not currently enrolled who have already earned a college degree.

The largest percentage of males and females were found in the postsecondary/graduate student education category, with 26 percent of the males and 32 percent of the females in the YATS population. The second-largest percentage was found among high school graduates (18 percent of males and 17 percent of females).

The overwhelming majority of 16-17 year-old males (94 percent) and females (93 percent) were currently high school students, as one would expect for this age group. The percentage of youth in postsecondary or graduate school is highest among 20-21 year-olds (42 percent of males; 52 percent of females). As one would expect, the percent of you who have completed some college, or have graduated from college increases with age.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Demographic Characteristics of the 1997 YATS Population**

Table 2-2. Fall 1997 YATS - School Status, by Gender and Age

Gender/School Status <sup>a</sup>	Age				Total
	16-17 Year-Olds	18-19 Year-Olds	20-21 Year-Olds	22-24 Year-Olds	
<u>Males</u>					
Non-completer	5	19	22	19	16
Non-senior high school student	62	2	0	1	16
High school senior	32	21	1	0	13
High school graduate	0	21	27	25	18
Some college	0	1	8	13	6
Postsecondary/Graduate student	1	35	42	30	26
College graduate	0	0	0	12	4
Total	100	100	100	100	100
<u>Females</u>					
Non-completer	4	13	14	13	11
Non-senior high school student	56	2	0	0	14
High school senior	37	12	1	0	12
High school graduate	1	20	22	25	17
Some college	0	2	11	17	8
Postsecondary/Graduate student	2	50	52	29	32
College graduate	0	0	1	15	5
Total	100	100	100	100	100

Note: Tabled values are percentages rounded to the nearest whole number. Column percentage may not sum to 100 due to rounding.

<sup>a</sup>Non-completers are respondents who are not high school students and have not graduated from high school.

High school graduates are respondents who are not currently enrolled as students and have graduated from high school but have not attended college.

Some college designates non-students who have completed some college, but have not earned a bachelor's or higher degree.

Postsecondary students are high school graduates currently attending college or a business/vocational school.

College graduates are respondents who are not currently enrolled as students but have already earned a college degree.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, and CALCAGE.

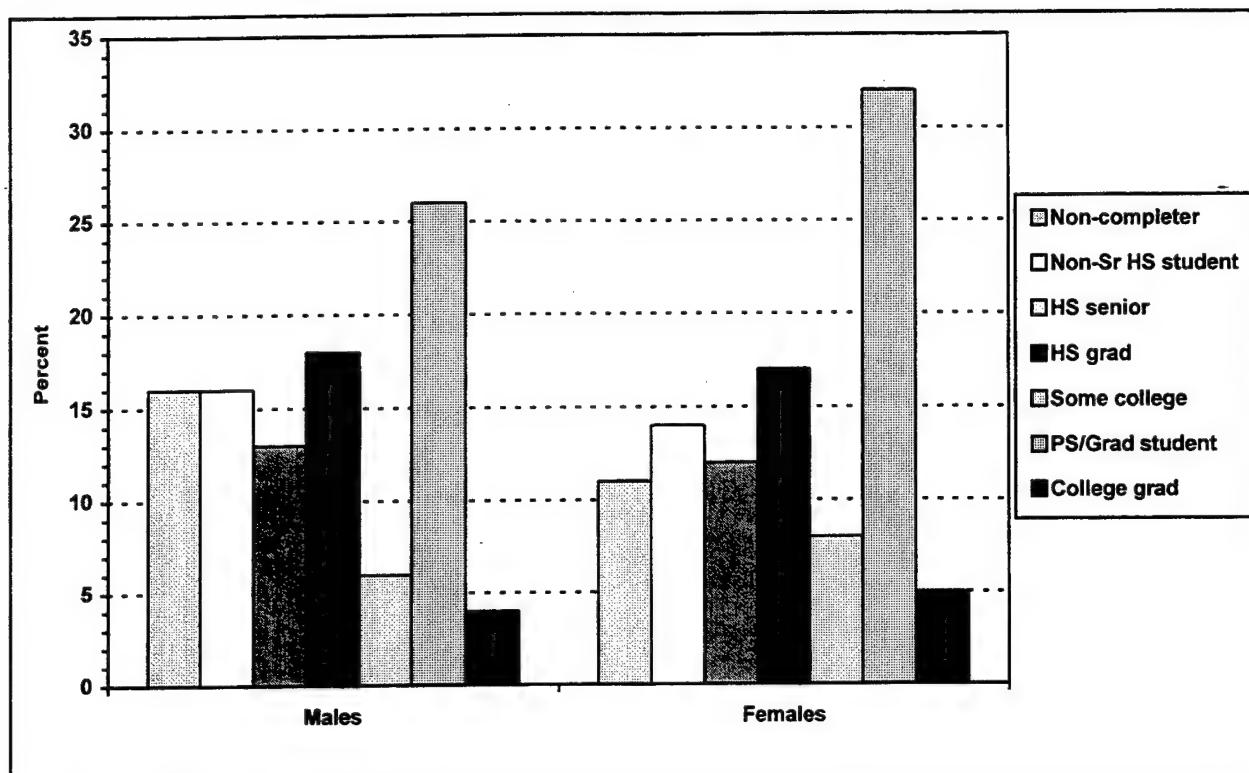


Figure 2-2A. Fall 1997 YATS - School Status, by Gender

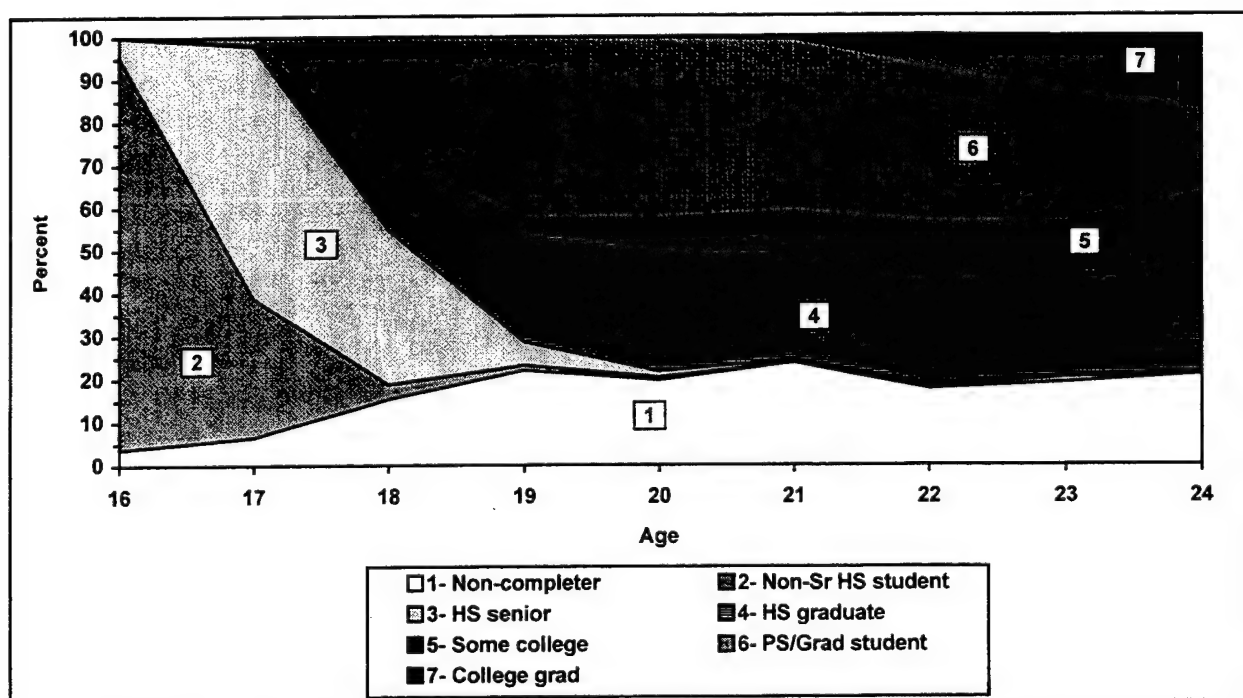


Figure 2-2B. Fall 1997 YATS - School Status Among Males, by Age

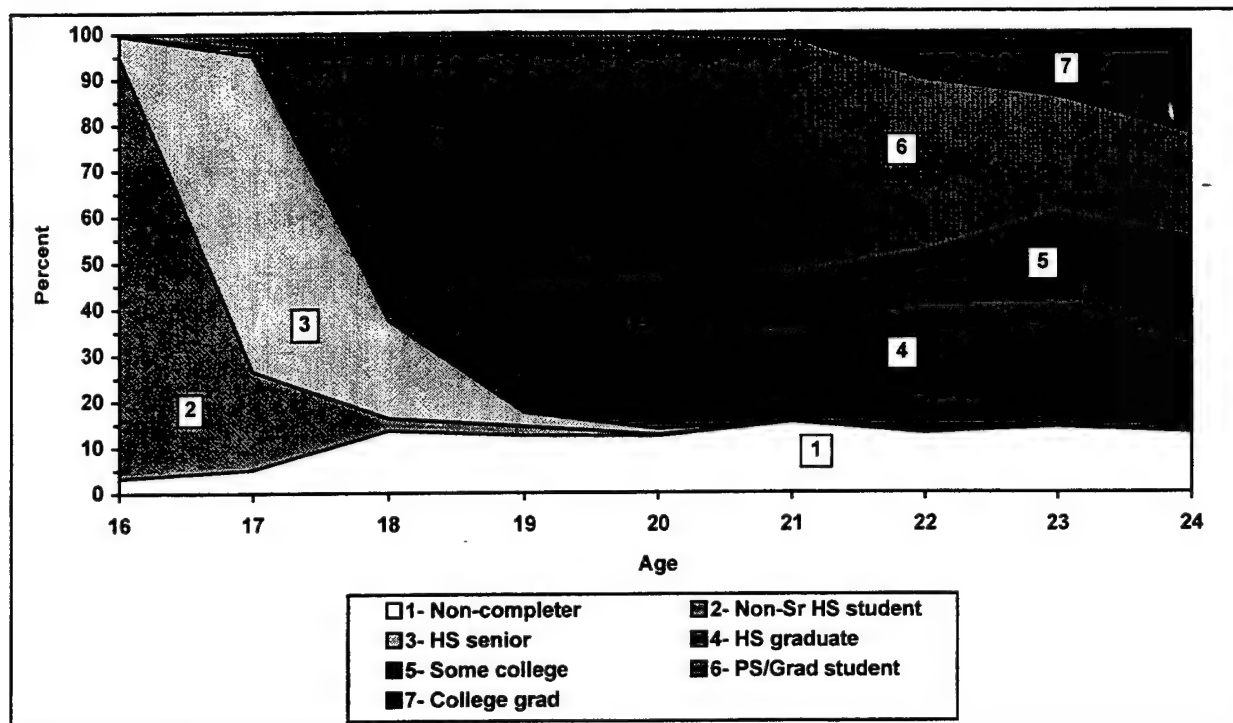


Figure 2-2C. Fall 1997 YATS - School Status Among Females, by Age

## Employment Status by School Status, Gender, and Age

Table 2-3 presents employment status among males for selected age groups within each school status category. As shown in Table 2-3, the percentage of males who were employed consistently increased with age in each school status category. For example, 79 percent of 18-19 year-old male high school graduates were employed, compared to 84 percent of 20-21 year-old male high school graduates, and 86 percent of 22-24 year-old male high school graduates. Among those not currently enrolled in school, (i.e., non-completers, high school graduates, some college, and college graduates), employment rates generally increased as education increased. For example, among 22-24 year-olds, the employment rate was lowest for non-completers (83 percent), higher for high school graduates (86 percent), and highest among males with some college and college graduates (93 percent for both categories).

Employment rates were lower among males who were students. For every age category, youth attending school were more likely to be out of the labor force (not employed and not looking for work) than youth who were non-students.

For the most part, more male high school non-completers reported they are looking for jobs than did youth, of the same age, in the other school status categories. The one exception to this pattern was found among 16-17 year old high school non-seniors. Here, 36 percent were unemployed but looking for work, compared to 32 percent of 16-17 year-old non-completers (not a significant difference).

Table 2-3. Fall 1997 YATS - Employment Status of Males, by School Status and Age			
School Status <sup>a</sup> /Age	Employment Status		
	Employed	Not Employed, Looking	Not Employed, Not Looking
<u>Non-completers</u>			
16-17 year-olds	51	32	17
18-19 year-olds	59	35	5
20-21 year-olds	76	21	3
22-24 year-olds	83	12	5
<u>High school non-seniors</u>			
16-17 year-olds	36	36	27
<u>High school seniors</u>			
16-17 year-olds	54	19	26
18-19 year-olds	55	23	22
<u>High school graduates</u>			
18-19 year-olds	79	16	5
20-21 year-olds	84	14	2
22-24 year-olds	86	11	3
<u>Some college</u>			
20-21 year-olds	82	14	4
22-24 year-olds	93	6	1
<u>Postsecondary students</u>			
18-19 year-olds	56	14	31
20-21 year-olds	67	12	21
22-24 year-olds	72	13	16
<u>College graduates</u>			
22-24 year-olds	93	6	1
<u>Graduate students</u>			
22-24 year-olds	54	8	38
Note: Tabled values are percentages rounded to the nearest whole number.			
<sup>a</sup> <u>Non-completers</u> are respondents who are not high school students and have not graduated from high school.			
<u>High school graduates</u> are respondents who are not currently enrolled as students and have graduated from high school but have not attended college.			
<u>Some college</u> designates non-students who have completed some college, but have not earned a bachelor's or higher degree.			
<u>Postsecondary students</u> are high school graduates currently attending college or a business/vocational school.			
<u>College graduates</u> are respondents who are not currently enrolled as students but have already earned a college degree.			
Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and CALCAGE.			

Table 2-4 presents comparable statistics on education and employment status for female YATS youth. As among males, the employment rate was higher among females who had attended some college or were college graduates than among the other school status groups. For example, 82 percent of 22-24 year-olds who had attended some college were employed, compared to 73 percent of high school graduates and 51 percent of non-completers in the same age group.

The percentage of youth out of the labor force (i.e., not employed and not looking) was higher among females than among males for all age/school status combinations except for high school seniors, postsecondary, and graduate students. The difference among 18-19 year old high school seniors was ten percent, and seven percent for postsecondary students, the same age. The percentage of graduate students out of the labor force was six percentage points lower than that found for males in the same group (32 percent and 38 percent, respectively).



Table 2-4. Fall 1997 YATS - Employment Status of Females, by School Status and Age

School Status <sup>a</sup> /Age	Employment Status		
	Employed	Not Employed, Looking	Not Employed, Not Looking
<u>Non-completers</u>			
16-17 year-olds	35	34	32
18-19 year-olds	53	31	15
20-21 year-olds	57	22	20
22-24 year-olds	51	15	34
<u>High school non-seniors</u>			
16-17 year-olds	33	36	31
<u>High school seniors</u>			
16-17 year-olds	56	18	26
18-19 year-olds	54	34	12
<u>High school graduates</u>			
18-19 year-olds	73	18	9
20-21 year-olds	72	8	20
22-24 year-olds	73	9	18
<u>Some college</u>			
20-21 year-olds	88	2	10
22-24 year-olds	82	4	14
<u>Postsecondary students</u>			
18-19 year-olds	61	15	24
20-21 year-olds	74	6	20
22-24 year-olds	68	10	22
<u>College graduates</u>			
22-24 year-olds	91	8	1
<u>Graduate students</u>			
22-24 year-olds	58	10	32

Note: Tabled values are percentages rounded to the nearest whole number.

<sup>a</sup>Non-completers are respondents who are not high school students and have not graduated from high school.

High school graduates are respondents who are not currently enrolled as students and have graduated from high school but have not attended college.

Some college designates non-students who have completed some college, but have not earned a bachelor's or higher degree.

Postsecondary students are high school graduates currently attending college or a business/vocational school.

College graduates are respondents who are not currently enrolled as students but have already earned a college degree.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and CALCAGE.

## Race/Ethnicity and Gender

Table 2-5 presents population distributions by racial/ethnic background. For analytic purposes, a youth's racial/ethnic background was classified as White non-Hispanic, Black (non-Hispanic), Hispanic, and Other. The "Other" category consisted of Asians, Pacific Islanders, Native Americans, and Alaskan Natives and accounted for five percent of the YATS population.

Approximately two-thirds of the Fall 1997 YATS population were White. Black non-Hispanic and Hispanics were approximately equal in representation (15 percent and 14 percent, respectively). There was a slightly higher percentage of female Black youth (16 percent) than male Black youth (14 percent). Figure 2-3 illustrates the racial/ethnic background of the YATS population by gender and overall.

Table 2-5. Fall 1997 YATS - Race/Ethnicity, by Gender			
Gender	Race/Ethnicity		
	White	Black	Hispanic
Males	66	14	15
Females	66	16	14
Total	66	15	14

Note: Tabled values are percentages rounded to the nearest whole number.  
Source: Q402, Q714, Q715.

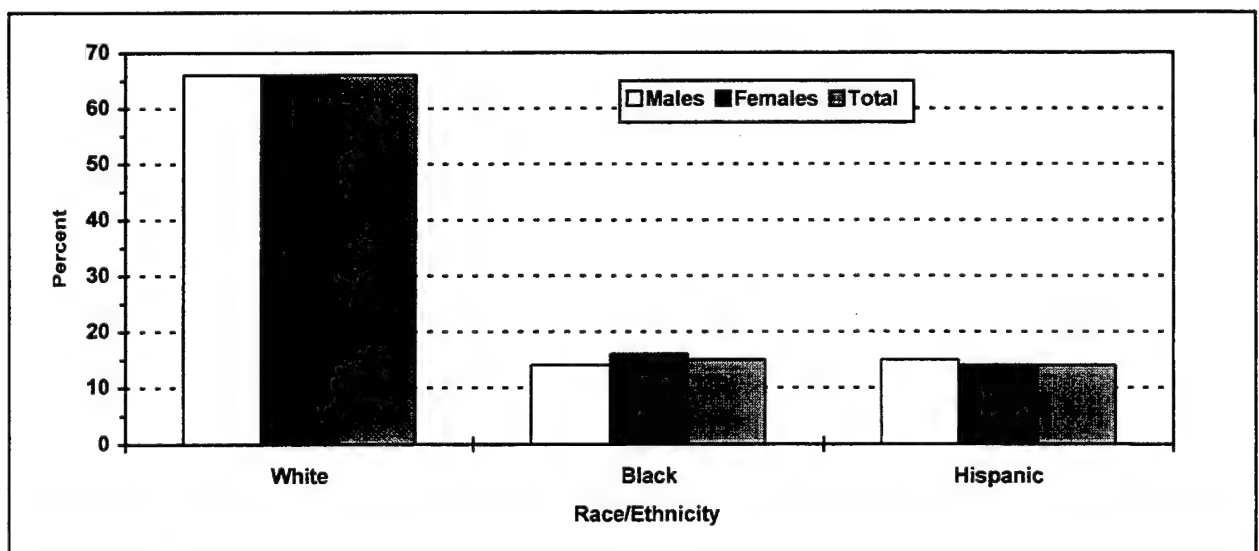


Figure 2-3. Fall 1997 YATS - Race/Ethnicity, by Gender

## Region and Gender

The regional distribution of the 1997 YATS population is presented in Table 2-6 and Figure 2-4. As in the past, more than one-third of the YATS population resides in the Southern region of the United States. The Northeast region contains the smallest population among the four regions.

Table 2-6. Fall 1997 YATS - Region, by Gender				
Gender	Region			
	<u>Northeast</u>	<u>North Central</u>	<u>South</u>	<u>West</u>
Males	17	26	35	22
Females	16	23	38	23
Total	16	25	37	22

Note: Tabled values are percentages rounded to the nearest whole number.

Source: Q402 and REGION.

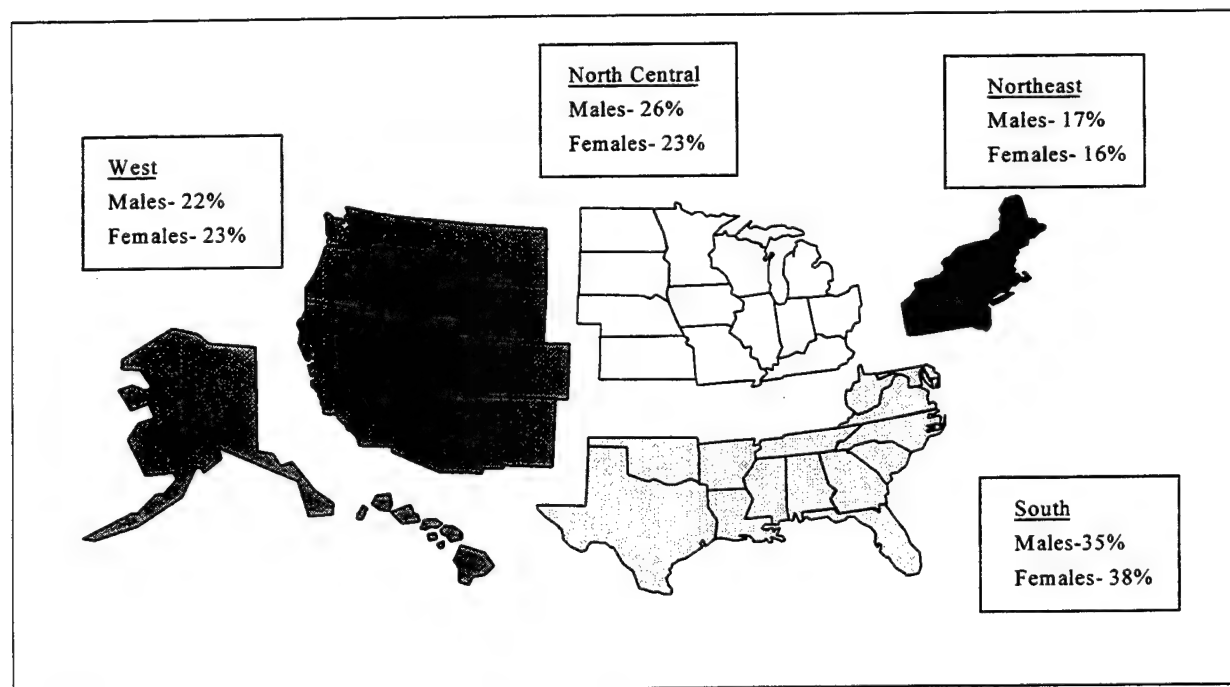


Figure 2-4. Fall 1997 YATS - Region, by Gender

## Marital Status, Gender, and Age

The marital status of the 1997 YATS population was highly correlated with age, as shown in Table 2-7. The older a youth, the more likely he or she was to be or have been married. The percentage of married youth is consistently higher among females (16 percent) than among males (8 percent), and this disparity was greater among the older age groups. The percentage difference increased from 3 percent among 18-19 year-olds, to 12 percent among 20-21 year-olds, to 13 percent among 22-24 year-olds. These differences are due to the fact that women generally marry men older than themselves. According to 1995 CPS data, the median age at first marriage was 26.9 years for men and 24.5 years for women. This age difference has been relatively consistent over the years.

Table 2-7. Fall 1997 YATS - Marital Status, by Gender and Age					
Gender/Marital Status	Age				Total
	16-17 Year-Olds	18-19 Year-Olds	20-21 Year-Olds	22-24 Year-Olds	
<u>Males</u>					
Never married	100	98	92	77	91
Currently married	0	2	7	21	8
Other <sup>a</sup>	0	0	1	3	1
Total	100	100	100	101	100
<u>Females</u>					
Never married	99	94	79	59	81
Currently married	1	5	19	34	16
Other <sup>a</sup>	0	1	2	6	3
Total	100	100	100	99	100

Note: Tabled values are percentages rounded to the nearest whole number. Column percentage may not sum to 100 due to rounding.

<sup>a</sup>Other includes widowed, divorced, or separated.

Source: Q402, Q713C, and CALCAGE.

## Summary of Population Characteristics

This chapter profiled the 1997 YATS population using seven demographic measures: age, gender, school status, employment status, race/ethnicity, geographic region of residence, and marital status. Findings were based on weighted population estimates.

School status, employment status, and marital status were all found to be associated with the age of the youth. Non-senior high school students formed the largest part of the 16-17 year-old populations for both males and females, and the largest percentage of older youth could be found in the postsecondary/graduate student category. Employment rates consistently increased with age among males, and generally (but not always) increased with age among females. In general, employment rates were higher among males who were non-students than females who were not enrolled.

Approximately two-thirds of the YATS population were White non-Hispanic, with another 15 percent Black and 14 percent Hispanic. More than one-third of the YATS population lived in the Southern region of the U.S. The percentage of youth either married or once married also increased with age, with females more likely to be married than males within each age group.

### 3. ENLISTMENT PROPENSITY FOR THE ACTIVE MILITARY SERVICES

This year marks the twenty-third year the YATS survey has been administered to track American youth's propensity for enlisting in the military. Analysts in the Department of Defense and the individual military Services have used the propensity measures as indicators of recruiting markets. These measures are correlated with enlistment behavior, and provide some of the first indicators of the current enlistment supply or available "pool" of youth. This chapter presents basic findings on active component propensity from the Fall 1997 YATS survey. The chapter first describes the composite and service-specific propensity measures used, and the survey questions on which they are based. It tracks propensity through the post-Cold War, post-Desert Storm years, 1992 to 1997. It also presents a more detailed analysis of 1997 findings. Both the historical and 1997 YATS results show the relationships that exist between certain sociodemographic characteristics of the youth population and enlistment propensity.

Throughout this chapter, data are presented for both males and females. These are either presented in separate tables, or are integrated into one table. Wherever possible, tables and figures are linked by the numbering in the title. For example, Figure 3-1 illustrates statistics presented in Table 3-1.

#### Propensity Measures

Propensity for active military service has been measured in the same manner since YATS was initiated in 1975. Each respondent is asked:

*"How likely is it that you will be serving on active duty in the [Army, Navy, Marine Corps, Air Force, or Coast Guard]?"*

To prevent an order effect, the order in which Services are named changes from one respondent to the next. Youth who say they will "definitely" or "probably" be serving on active duty for a specific Service are counted as having "positive" propensity for that Service. Those who say they will "probably not" or "definitely not" be on active duty, together with those respondents who say they "don't know" or refuse to answer the question, are counted as having "negative" propensity. Propensity for a particular Service is the percentage of respondents expressing positive propensity for that Service. Active composite propensity consists of the percentage who indicate positive propensity for one or more of the four active Services—Army, Navy, Marine Corps, and Air Force.

Before presenting questions about military enlistment, the YATS instrument asks youth to volunteer their future plans:

*“Now let’s talk about your plans (after you get out of high school/for the next few years).  
What do you think you might be doing?”*

Respondents are encouraged to indicate all of the things they might be doing. The most common responses include going to school, working, and entering the military. Those youth who mention military service in general, or one of the Services specifically, are counted as having provided an “unaided mention” of military service—“unaided” because the topic of military service is provided by the respondent, not the interviewer. “Unaided propensity” is defined as the percentage of respondents providing an unaided mention of probable future military service.

### **Historical Trends in Enlistment Propensity**

This section presents historical trends for various measures of active propensity. Data are broken out by gender, age, and race/ethnicity. Trend lines in the figures show that relationships among different measures of propensity and different demographic groups remain stable across time.

#### **Trends in Enlistment Propensity by Gender**

Trends in enlistment propensity are presented in Table 3-1 and Figure 3-1 for males and Table 3-2 and Figure 3-2A for females. Figure 3-2B compares active composite propensity and unaided mentions among males and females. For both male and female youth, active composite propensity was higher and unaided propensity lower, than propensity for any specific Service. These findings are consistent with past results. Also, propensity among males remained greater than the corresponding propensity measure reported for females, regardless of military Service.

Among males, composite propensity has remained relatively constant since 1994. Unaided propensity for males has not changed significantly during the 1992-1997 period. Composite propensity among females showed a statistically significant decline in 1997 (8.9 percent, down from 10.6 percent in 1996), reversing a trend of increasing positive propensity among females exhibited since 1993. As among males, unaided propensity among females has remained very steady since 1993.

Service-specific propensity among males has been relatively stable the past few years—year-to-year changes are not statistically significant. As was seen with composite propensity, propensity among females for the Navy declined, from 4.4 percent in 1996 to 3.0 percent in 1997. Both of these results evidenced a return to pre-1995 levels. Although the data suggest propensity declined for other Services as well, the differences were not statistically significant.

Table 3-1. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, 1992-1997

Propensity Measure	Year					
	1992 <sup>a</sup>	1993 <sup>b</sup>	1994 <sup>c</sup>	1995 <sup>d</sup>	1996 <sup>e</sup>	1997 <sup>f</sup>
<u>Composite</u>	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)	20.7 (0.5)	<b>21.2 (0.6)</b>
<u>Unaided Mention</u>	5.5 (0.4)	5.7 (0.4)	5.3 (0.4)	6.4 (0.2)	5.9 (0.4)	<b>5.9 (0.3)</b>
<u>Service-Specific Propensity</u>						
Army	10.1 (0.6)	9.5 (0.5)	8.5 (0.5)	9.7 (0.5)	9.3 (0.4)	<b>9.0 (0.5)</b>
Navy	8.7 (0.6)	8.0 (0.5)	7.3 (0.5)	8.0 (0.4)	7.8 (0.3)	<b>8.0 (0.4)</b>
Marine Corps	9.9 (0.6)	8.2 (0.6)	8.6 (0.5)	8.8 (0.3)	8.4 (0.4)	<b>8.6 (0.4)</b>
Air Force	11.2 (0.7)	10.6 (0.8)	9.9 (0.6)	10.1 (0.4)	9.5 (0.4)	<b>9.7 (0.3)</b>
Coast Guard	6.9 (0.5)	7.2 (0.5)	6.8 (0.4)	6.7 (0.4)	6.3 (0.3)	<b>6.7 (0.4)</b>

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 3,560 interviews.

<sup>b</sup>Estimates are based on 3,390 interviews.

<sup>c</sup>Estimates are based on 4,231 interviews.

<sup>d</sup>Estimates are based on 7,060 interviews.

<sup>e</sup>Estimates are based on 6,405 interviews.

<sup>f</sup>Estimates are based on 6,050 interviews.

Source: Q402, APPOSNEG, V438JOIN, and Q509-Q513.



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

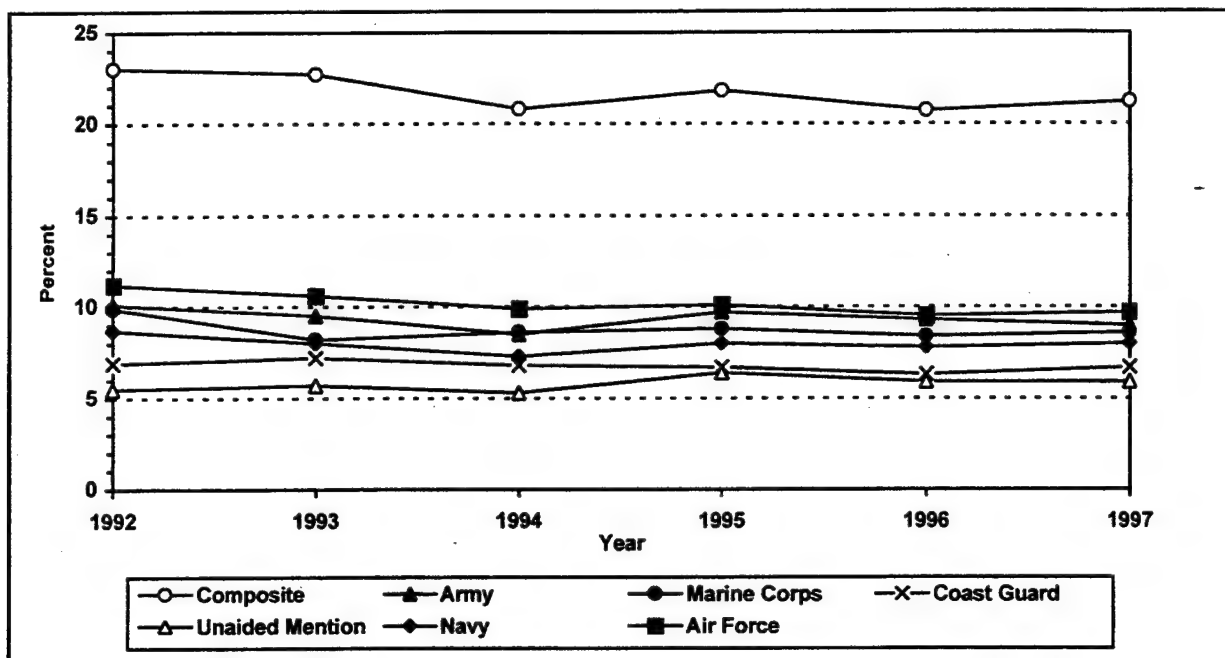


Figure 3-1. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, 1992-1997

Table 3-2. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, 1992-1997

Propensity Measure	Year					
	1992 <sup>a</sup>	1993 <sup>b</sup>	1994 <sup>c</sup>	1995 <sup>d</sup>	1996 <sup>e</sup>	1997 <sup>f</sup>
<u>Composite</u>	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)	10.6 (0.5)	<b>8.9 (0.5)</b>
<u>Unaided Mention</u>	0.8 (0.2)	1.8 (0.4)	1.3 (0.3)	1.7 (0.2)	1.8 (0.2)	<b>1.6 (0.2)</b>
<u>Service-Specific Propensity</u>						
Army	3.6 (0.5)	3.2 (0.6)	4.7 (0.5)	4.6 (0.4)	4.5 (0.3)	<b>4.1 (0.4)</b>
Navy	2.9 (0.5)	2.4 (0.5)	3.2 (0.4)	3.6 (0.3)	4.4 (0.3)	<b>3.0 (0.3)</b>
Marine Corps	2.6 (0.4)	2.3 (0.5)	2.7 (0.4)	2.7 (0.3)	2.8 (0.3)	<b>2.4 (0.3)</b>
Air Force	5.2 (0.7)	4.8 (0.6)	4.0 (0.6)	5.4 (0.4)	5.4 (0.4)	<b>4.3 (0.4)</b>
Coast Guard	2.4 (0.5)	2.1 (0.4)	2.5 (0.5)	2.9 (0.3)	2.6 (0.3)	<b>2.5 (0.3)</b>

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 2,014 interviews.

<sup>b</sup>Estimates are based on 1,811 interviews.

<sup>c</sup>Estimates are based on 2,303 interviews.

<sup>d</sup>Estimates are based on 3,723 interviews.

<sup>e</sup>Estimates are based on 3,798 interviews.

<sup>f</sup>Estimates are based on 4,113 interviews.

Source: Q402, APPOSNEG, V438JOIN, and Q509-Q513.

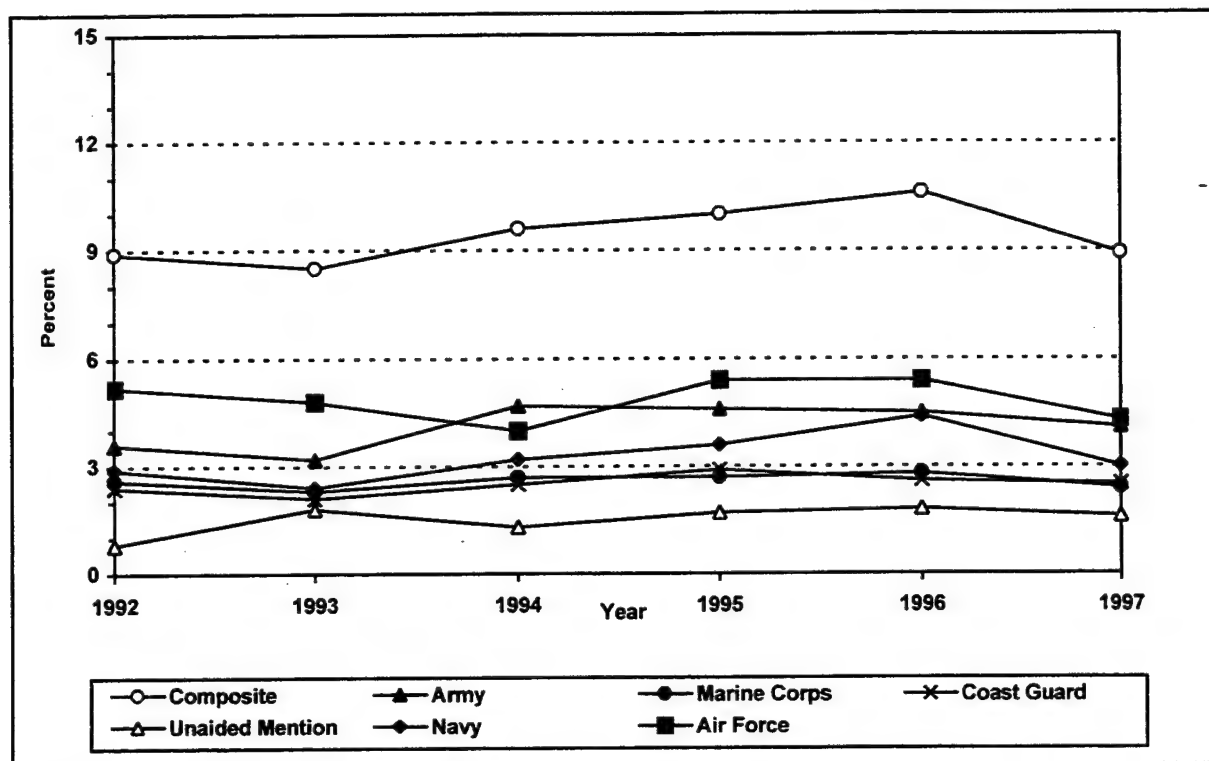


Figure 3-2A. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, 1992-1997

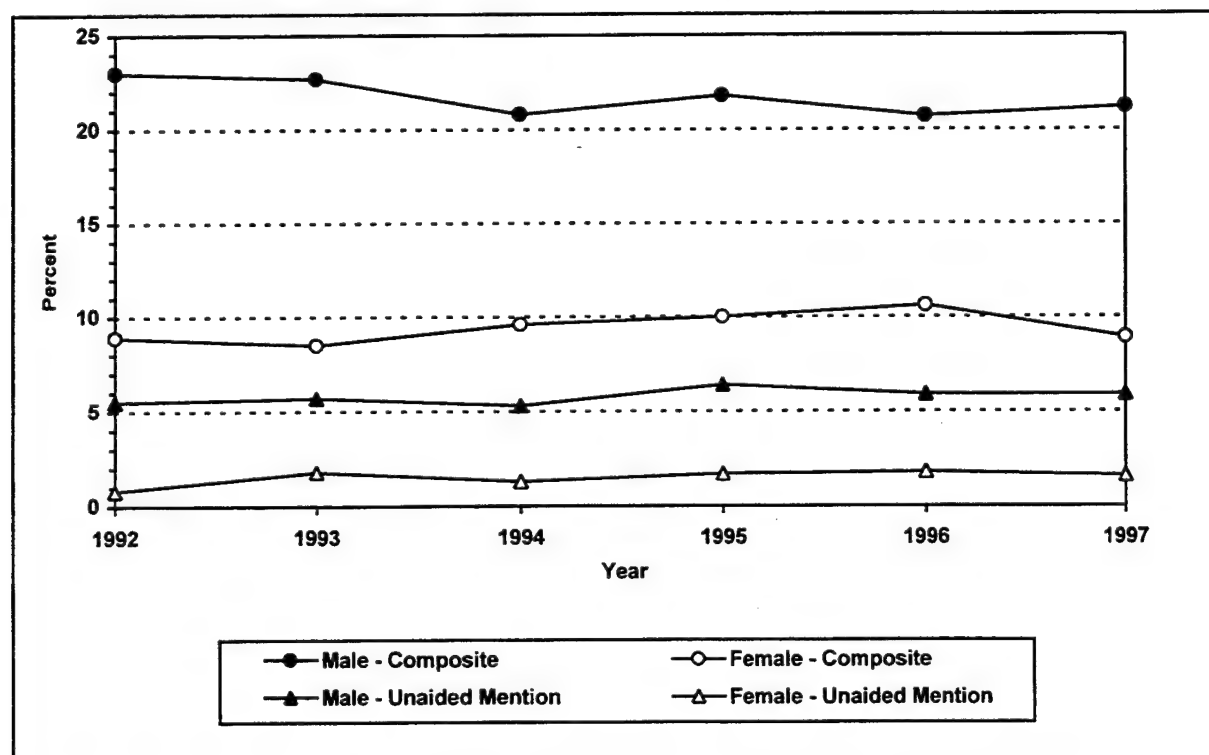


Figure 3-2B. Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention, by Gender, 1992-1997

### Trends in Enlistment Propensity by Age

Table 3-3 presents positive active composite propensity trends by age groups for males and females. Figure 3-3 shows a strong inverse relationship between age and propensity: as age increases, propensity decreases. (For the sake of clarity, Figure 3-3 displays data for 1995 through 1997 only). Among males, composite propensity remained stable. The 1996 to 1997 drop in composite propensity among females appears to have occurred primarily among younger women: propensity among 16-19 year-olds dropped about 3 percentage points, while propensity among 20-24 year-olds appears to have dropped less than a percentage point.

Table 3-3. Fall 1997 YATS - Percent Positive Active Composite Propensity, by Gender and Age, 1992-1997						
Males						
Age	1992 <sup>a</sup>	1993 <sup>b</sup>	1994 <sup>c</sup>	1995 <sup>d</sup>	1996 <sup>e</sup>	1997 <sup>f</sup>
16-17	35.8 (1.8)	37.8 (1.6)	33.8 (1.4)	34.5 (1.1)	34.2 (1.0)	33.2 (1.1)
18-19	27.1 (1.8)	26.3 (1.9)	24.4 (1.3)	24.6 (1.1)	22.3 (1.2)	24.0 (1.1)
20-21	18.9 (1.5)	18.3 (1.8)	13.9 (1.3)	16.9 (1.2)	16.6 (1.2)	16.1 (1.2)
22-24	14.2 (1.7)	12.8 (1.1)	13.7 (1.4)	13.5 (0.9)	11.3 (0.9)	12.7 (1.1)
Total	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)	20.7 (0.5)	21.2 (0.6)
Females						
Age	1992 <sup>g</sup>	1993 <sup>h</sup>	1994 <sup>i</sup>	1995 <sup>j</sup>	1996 <sup>k</sup>	1997 <sup>l</sup>
16-17	16.6 (1.6)	17.9 (2.5)	20.2 (2.0)	18.9 (1.2)	19.3 (1.3)	16.5 (1.3)
18-19	10.5 (1.7)	10.1 (1.7)	9.8 (1.8)	9.3 (1.2)	12.5 (1.4)	9.3 (1.0)
20-21	6.5 (1.4)	4.8 (1.3)	6.1 (1.3)	9.4 (1.3)	6.7 (1.1)	5.8 (0.9)
22-24	5.0 (1.2)	4.2 (1.1)	5.0 (1.1)	5.0 (0.8)	5.7 (0.9)	5.1 (0.9)
Total	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)	10.6 (0.5)	8.9 (0.5)
Note: Tabled values are percentages with standard errors in parentheses.						
<u>Males</u>			<u>Females</u>			
<sup>a</sup> Estimates are based on 3,560 interviews.			<sup>g</sup> Estimates are based on 2,014 interviews.			
<sup>b</sup> Estimates are based on 3,390 interviews.			<sup>h</sup> Estimates are based on 1,811 interviews.			
<sup>c</sup> Estimates are based on 4,231 interviews.			<sup>i</sup> Estimates are based on 2,303 interviews.			
<sup>d</sup> Estimates are based on 7,060 interviews.			<sup>j</sup> Estimates are based on 3,723 interviews.			
<sup>e</sup> Estimates are based on 6,405 interviews.			<sup>k</sup> Estimates are based on 3,798 interviews.			
<sup>f</sup> Estimates are based on 6,050 interviews.			<sup>l</sup> Estimates are based on 4,113 interviews.			
Source: Q402, CALCAGE, and APPOSNEG.						

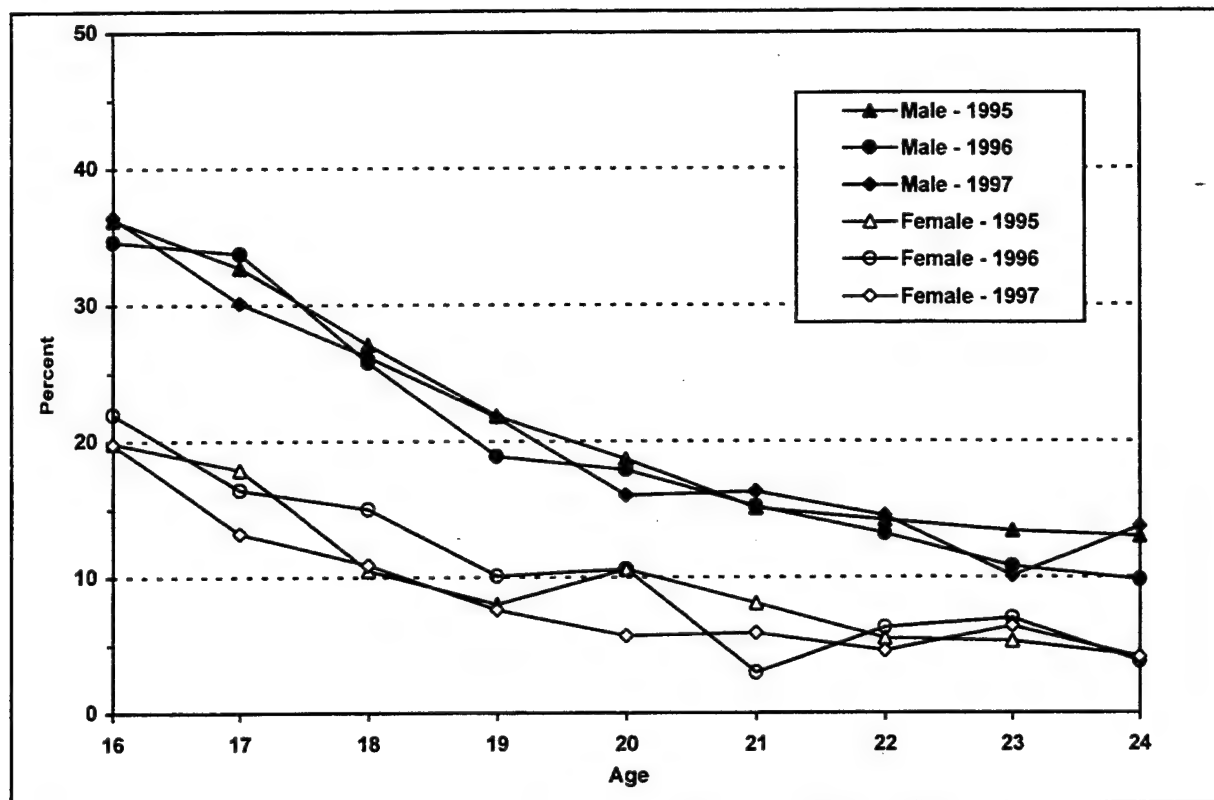


Figure 3-3. Fall 1997 YATS - Active Composite Propensity, by Gender and Single Year of Age, 1995-1997

### Trends in Enlistment Propensity by Race/Ethnicity

Table 3-4 and Figure 3-4 show trends in active composite propensity among respondents classified as White (non-Hispanic), Black (non-Hispanic), or Hispanic. (Other racial groups are included in the "Total" but are not presented separately).

Active composite propensity remains significantly higher among Blacks and Hispanics than among Whites. Propensity among White males in 1997 was comparable to propensity the previous three years. Propensity among Black males increased (albeit nonsignificantly) to 32.3 percent, compared to 27.5 percent in 1996. At the same time, propensity among Hispanic males exhibited a nonsignificant decrease from 39.3 percent in 1996 to 33.8 percent in 1997. As a result, propensity among Black males is now comparable to that among Hispanic males. This ended a trend which had been in effect since 1992, in which propensity among Hispanic males was higher than that among Black males.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

Composite propensity among White females also dropped significantly in 1997, from 6.4 percent in 1996 to 5.0 percent in 1997. Propensity among minority females also appears to have declined from 1996 levels, although the differences are not statistically significant. Propensity among minority females remained significantly higher than propensity of White females. Among Black females, composite propensity continued to decline—from 20.7 percent in 1995 to 15.9 percent in 1997, although this difference is not significant.

Table 3-4. Fall 1997 YATS - Percent Positive Active Composite Propensity, by Race/Ethnicity and Gender, 1992-1997						
Males						
Race/Ethnicity	1992 <sup>a</sup>	1993 <sup>b</sup>	1994 <sup>c</sup>	1995 <sup>d</sup>	1996 <sup>e</sup>	1997 <sup>f</sup>
White	18.1 (0.8)	17.4 (0.8)	16.2 (0.7)	16.8 (0.6)	15.2 (0.5)	15.7 (0.6)
Black	34.0 (3.9)	33.2 (2.9)	29.7 (2.5)	27.4 (1.5)	27.5 (2.0)	32.3 (2.3)
Hispanic	40.2 (3.2)	38.9 (3.3)	36.4 (2.7)	39.9 (2.2)	39.3 (2.3)	33.8 (1.9)
Total	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)	20.7 (0.5)	21.2 (0.6)
Females						
Race/Ethnicity	1992 <sup>g</sup>	1993 <sup>h</sup>	1994 <sup>i</sup>	1995 <sup>j</sup>	1996 <sup>k</sup>	1997 <sup>l</sup>
White	6.3 (0.7)	5.2 (0.6)	6.2 (0.8)	5.2 (0.5)	6.4 (0.4)	5.0 (0.4)
Black	14.9 (3.3)	17.7 (3.5)	14.9 (2.5)	20.7 (1.9)	18.9 (1.9)	15.9 (2.1)
Hispanic	17.2 (2.9)	17.2 (2.9)	19.1 (3.3)	20.3 (2.5)	20.7 (2.3)	18.2 (2.0)
Total	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)	10.6 (0.5)	8.9 (0.5)
<p>Note: Tabled values are percentages with standard errors in parentheses.</p> <div> <div> <p><u>Males</u></p> <p><sup>a</sup>Estimates are based on 3,560 interviews.</p> <p><sup>b</sup>Estimates are based on 3,390 interviews.</p> <p><sup>c</sup>Estimates are based on 4,231 interviews.</p> <p><sup>d</sup>Estimates are based on 7,060 interviews.</p> <p><sup>e</sup>Estimates are based on 6,405 interviews.</p> <p><sup>f</sup>Estimates are based on 6,050 interviews.</p> </div> <div> <p><u>Females</u></p> <p><sup>g</sup>Estimates are based on 2,014 interviews.</p> <p><sup>h</sup>Estimates are based on 1,811 interviews.</p> <p><sup>i</sup>Estimates are based on 2,303 interviews.</p> <p><sup>j</sup>Estimates are based on 3,723 interviews.</p> <p><sup>k</sup>Estimates are based on 3,798 interviews.</p> <p><sup>l</sup>Estimates are based on 4,113 interviews.</p> </div> </div> <p>Source: APPOSNEG, Q714, Q715, and Q402.</p>						

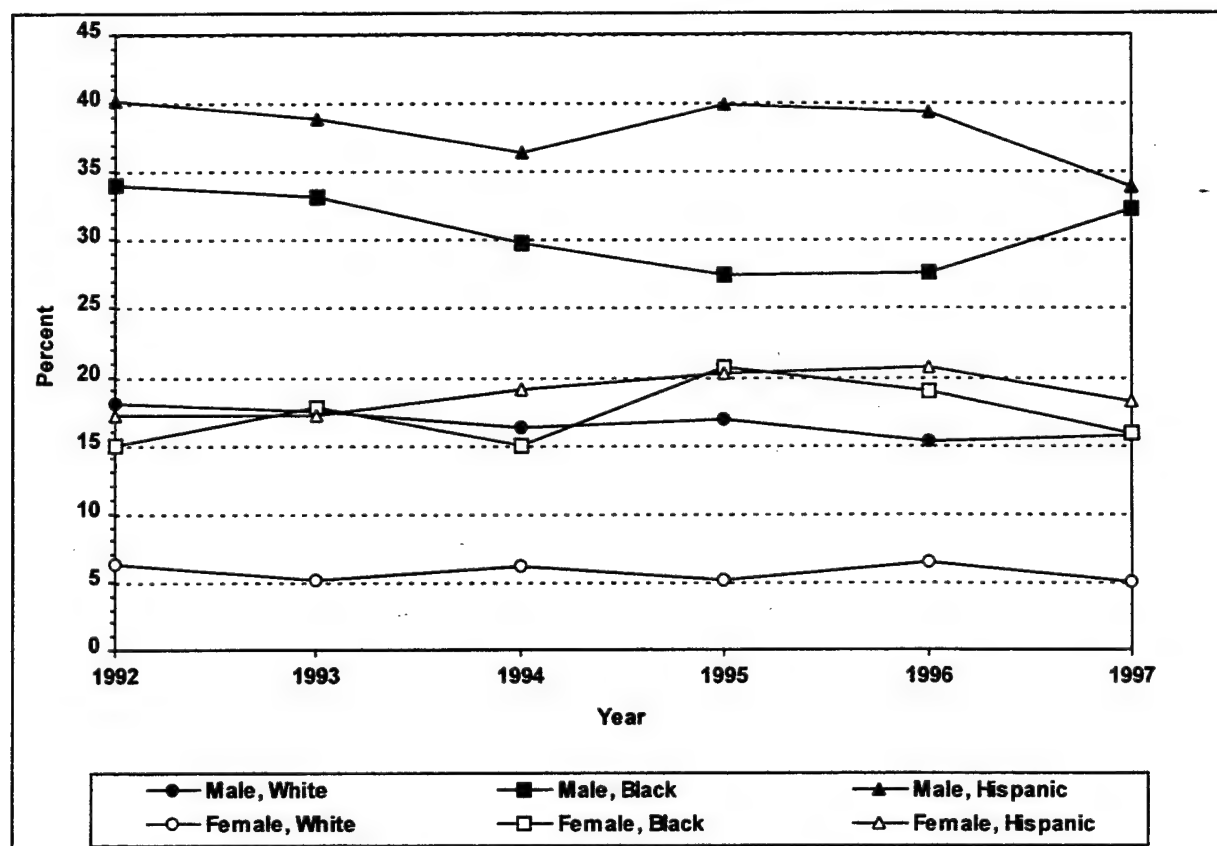


Figure 3-4. Fall 1997 YATS - Percent Positive Active Composite Propensity, by Race/Ethnicity and Gender, 1992-1997

## Demographic Correlates of Propensity: 1997

### Propensity and Age

Table 3-5 and Figures 3-5A and 3-5B show the relationship between the three propensity measures and age. Table 3-5 and Figure 3-5B present the findings by four age groups while Figure 3-5A displays the data by single year of age. Overall, 21.2 percent of male youth expressed active composite propensity in 1997, and 5.9 percent provided an unaided mention of going into the military. As mentioned earlier, propensity declined as age increased, with the differences between each age group being statistically significant.

Findings for Service-specific propensity are also shown in Table 3-5 and Figure 3-5B. Propensity toward the Air Force and Army was significantly higher among 16-17 year-old males than propensity toward the Navy and Coast Guard for the same age group. Coast Guard propensity was significantly lower than propensity associated with any other Service among 16-17 year-old males, and was also lower than propensity for all Services except the Navy among 18-19 year-old males.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

**Table 3-5. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Age**

Propensity Measure	Age				Total <sup>e</sup>
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	
<u>Composite</u>	33.2 (1.1)	24.1 (1.1)	16.1 (1.2)	12.7 (1.1)	21.2 (0.6)
<u>Unaided Mention</u>	12.6 (0.8)	6.0 (0.6)	4.0 (0.6)	1.5 (0.4)	5.9 (0.3)
<u>Service-Specific Propensity</u>					
Army	15.1 (0.9)	10.0 (0.9)	6.3 (0.8)	5.2 (0.8)	9.0 (0.5)
Navy	11.4 (0.8)	9.3 (0.9)	6.7 (0.8)	5.2 (0.6)	8.0 (0.4)
Marine Corps	12.8 (0.7)	10.1 (0.8)	6.9 (0.7)	5.2 (0.7)	8.6 (0.4)
Air Force	15.6 (0.7)	10.4 (0.7)	7.2 (0.9)	6.0 (0.7)	9.7 (0.3)
Coast Guard	9.2 (0.7)	7.1 (0.8)	5.4 (0.7)	5.2 (0.8)	6.7 (0.4)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 2,047 interviews.

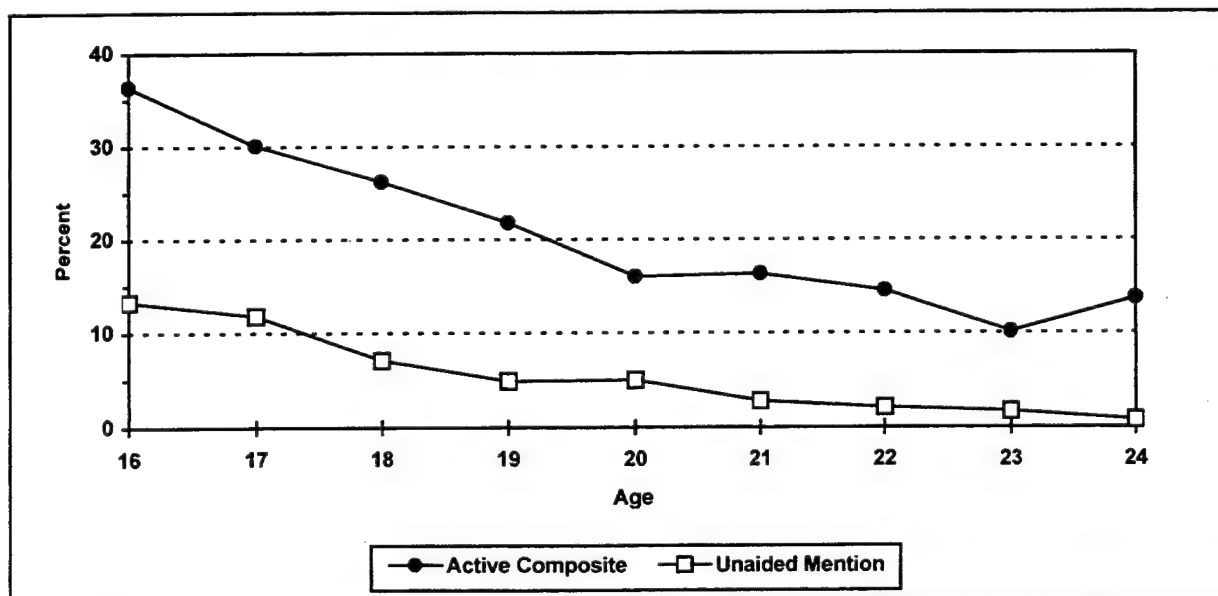
<sup>b</sup>Estimates are based on 1,430 interviews.

<sup>c</sup>Estimates are based on 1,177 interviews.

<sup>d</sup>Estimates are based on 1,396 interviews.

<sup>e</sup>Estimates are based on 6,050 interviews.

Source: Q402, CALCAGE, APPOSNEG, V438JOIN, and Q509-Q513.



**Figure 3-5A. Fall 1997 YATS - Percent Positive Active Composite Propensity and Unaided Mention Among Males, by Single Year of Age**

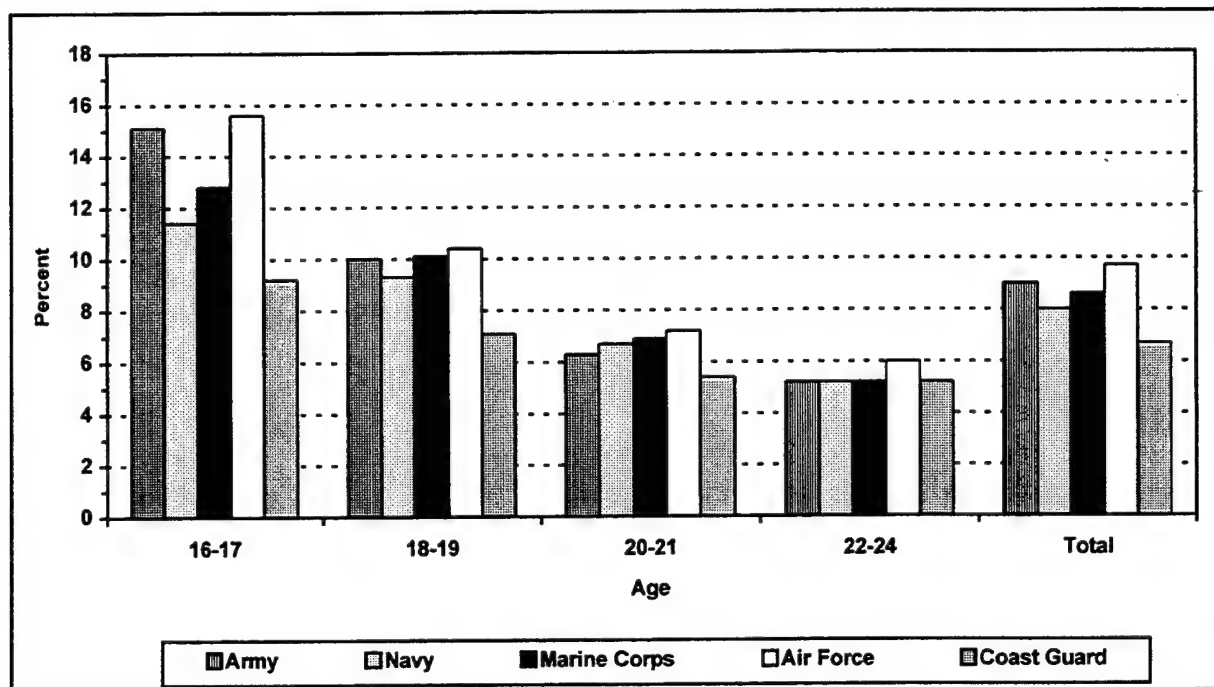


Figure 3-5B. Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Males, by Age

Table 3-6 along with Figure 3-6A and Figure 3-6B present corresponding propensity estimates for females. Approximately 8.9 percent of the female youth expressed positive active composite propensity in 1997, and only 1.6 percent provided an unaided mention of the military when asked about their future plans. Among 16-17 year-old female youth, propensity toward the Air Force was significantly higher than for any other Service except the Army. Marine Corps propensity was significantly lower than Army or Air Force propensity among 18-19 year-old (2.2 percent versus 4.2 percent and 4.9 percent, respectively) and 20-21 year-old (0.7 percent versus 3.3 percent and 2.7 percent) females. Propensity to join the Navy was lower than propensity for the Air Force among females in all age groups except 22-24 year-olds, and was lower than propensity to join the Army among 20-21 year-old females (0.7 percent versus 3.3 percent).



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

**Table 3-6. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Age**

Propensity Measure	Age				Total <sup>c</sup>
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	
<u>Composite</u>	16.5 (1.3)	9.3 (1.0)	5.8 (0.9)	5.1 (0.9)	8.9 (0.5)
<u>Unaided Mention</u>	4.1 (0.7)	2.0 (0.6)	0.3 (0.2)	0.4 (0.2)	1.6 (0.2)
<u>Service-Specific Propensity</u>					
Army	6.9 (0.8)	4.2 (0.7)	3.3 (0.8)	2.5 (0.6)	4.1 (0.4)
Navy	5.5 (0.7)	3.8 (0.8)	1.4 (0.4)	1.5 (0.4)	3.0 (0.3)
Marine Corps	5.3 (0.7)	2.2 (0.6)	0.7 (0.3)	1.4 (0.4)	2.4 (0.3)
Air Force	8.1 (0.9)	4.9 (0.9)	2.7 (0.5)	2.3 (0.6)	4.3 (0.4)
Coast Guard	5.6 (0.7)	2.9 (0.6)	1.3 (0.4)	0.8 (0.5)	2.5 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 1,331 interviews.

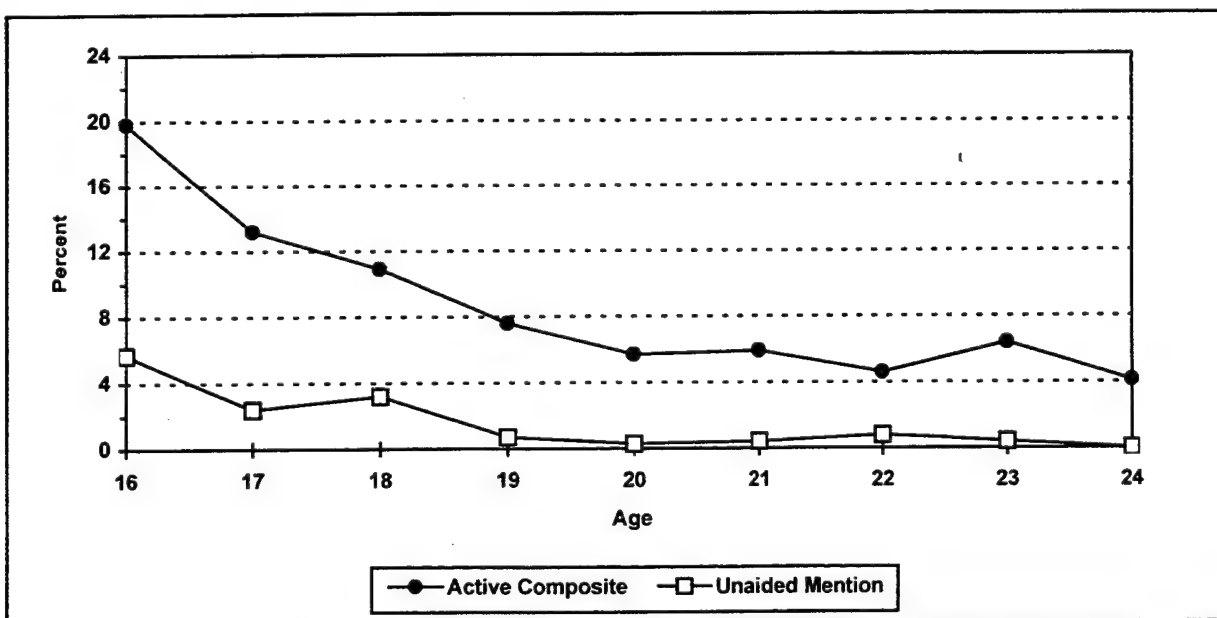
<sup>b</sup>Estimates are based on 948 interviews.

<sup>c</sup>Estimates are based on 839 interviews.

<sup>d</sup>Estimates are based on 995 interviews.

<sup>e</sup>Estimates are based on 4,113 interviews.

Source: Q402, CALGAGE, APPOSNEG, V438JOIN, and Q509-Q513.



**Figure 3-6A. Fall 1997 YATS - Percent Positive Active Composite Propensity and Unaided Mention Among Females, by Single Year of Age**

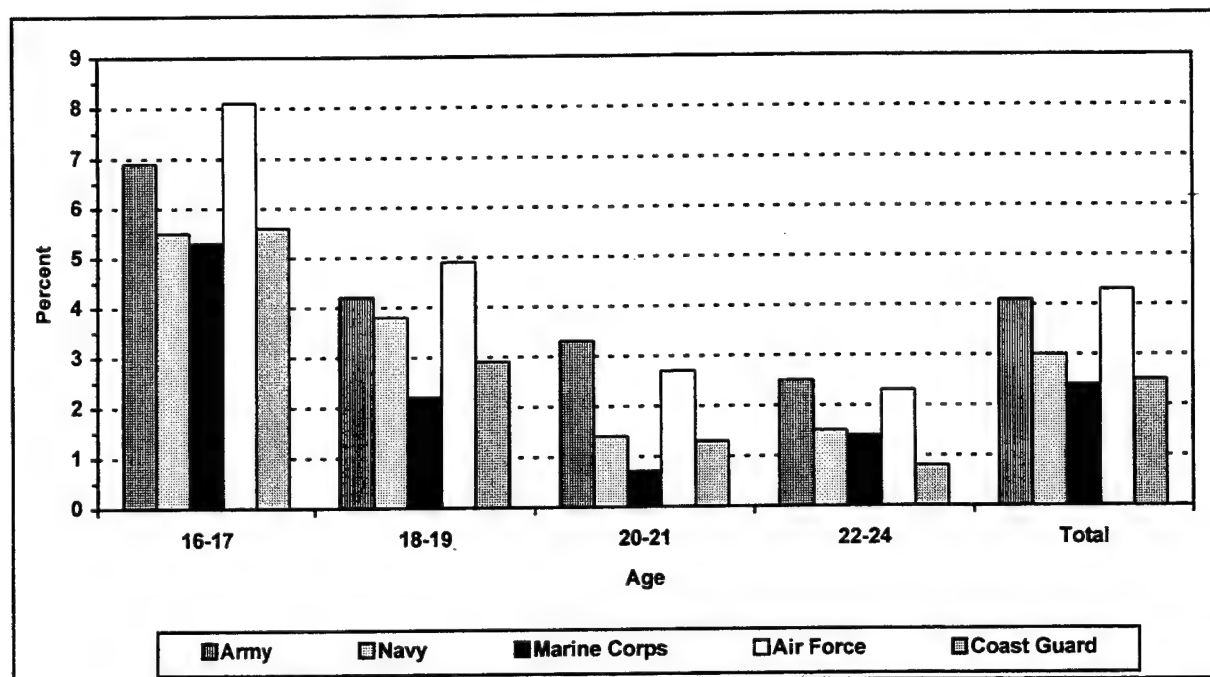


Figure 3-6B. Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Females, by Age

### Propensity and School Status

Table 3-7 presents positive propensity by school status for males. These data are presented graphically in Figures 3-7A and 3-7B. Youth in these figures are separated into students (non-senior high school student, high school senior, or postsecondary/graduate student), and non-students (non-completer, high school graduate, some college, or college graduate). Educational attainment is arrayed within these groups from lowest (left) to highest (right).

Results showed propensity to be inversely related to educational attainment for both students and non-students. The correlation of age with educational attainment had much to do with these results. Comparisons between Services should be made with caution. For example, propensity for the Marine Corps was significantly greater than Navy or Air Force propensity among noncompleters, but not for any other school status category. Likewise, propensity measures for the Army and Air Force were significantly higher than for the Navy or Marine Corps among non-senior high school students, but do not otherwise differ significantly from either of these two Services.

Corresponding propensity data for females by school status are presented in Table 3-8 and Figures 3-8A and 3-8B. The general pattern of propensity shown for males also occurred for females, although propensity estimates for females were much lower than those for males.

**Table 3-7. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by School Status**

Propensity Measure	School Status							Total <sup>h</sup>
	Students			Non-Students				
	Non-Senior High School Student <sup>a</sup>	High School Senior <sup>b</sup>	Post-secondary/ Graduate Student <sup>c</sup>	Non-Completer <sup>d</sup>	High School Graduate <sup>e</sup>	Some College <sup>f</sup>	College Graduate <sup>g</sup>	
<u>Composite</u>	37.4 (1.2)	29.2 (1.5)	11.0 (0.7)	26.8 (1.7)	17.0 (1.1)	10.5 (2.1)	5.1 (1.3)	21.2 (0.6)
<u>Unaided Mention</u>	15.0 (1.0)	10.9 (1.1)	1.6 (0.4)	4.1 (0.8)	4.2 (0.7)	1.2 (0.7)	0.4 (0.4)	5.9 (0.3)
<u>Service-Specific Propensity</u>								
Army	17.4 (1.0)	13.2 (1.4)	3.1 (0.4)	13.6 (1.4)	6.5 (0.8)	2.6 (0.9)	0.6 (0.6)	9.0 (0.5)
Navy	12.6 (1.1)	10.1 (1.0)	4.3 (0.5)	11.1 (1.4)	7.6 (0.8)	3.7 (1.2)	1.6 (0.8)	8.0 (0.4)
Marine Corps	14.6 (0.8)	10.1 (0.8)	3.3 (0.5)	15.3 (1.4)	7.1 (0.8)	2.0 (0.7)	0.7 (0.5)	8.6 (0.4)
Air Force	18.0 (1.0)	12.4 (1.2)	6.2 (0.6)	10.6 (1.1)	6.7 (0.9)	6.6 (1.7)	2.6 (1.0)	9.7 (0.3)
Coast Guard	10.9 (0.9)	8.4 (1.1)	3.5 (0.4)	9.6 (1.5)	5.5 (0.7)	3.0 (0.8)	3.4 (1.3)	6.7 (0.4)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 1,320 interviews.  
<sup>b</sup>Estimates are based on 903 interviews.  
<sup>c</sup>Estimates are based on 1,699 interviews.  
<sup>d</sup>Estimates are based on 710 interviews.  
<sup>e</sup>Estimates are based on 848 interviews.  
<sup>f</sup>Estimates are based on 319 interviews.  
<sup>g</sup>Estimates are based on 223 interviews.  
<sup>h</sup>Estimates are based on 6,050 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q404A, Q407, Q408C, and SCHOOLST.

**Note:** Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 1,320 interviews.

<sup>b</sup>Estimates are based on 903 interviews.

<sup>c</sup>Estimates are based on 1,699 interviews.

<sup>d</sup>Estimates are based on 710 interviews.

<sup>c</sup>Estimates are based on 848 interviews.

<sup>f</sup>Estimates are based on 319 interviews.

Estimates are based on 223 interviews.

<sup>h</sup>Estimates are based on 6,050 interviews.

Source: O402, APPOSNEG, V438JOIN, Q509-Q513, Q404A, Q407, Q408C, and SCHOOLST.

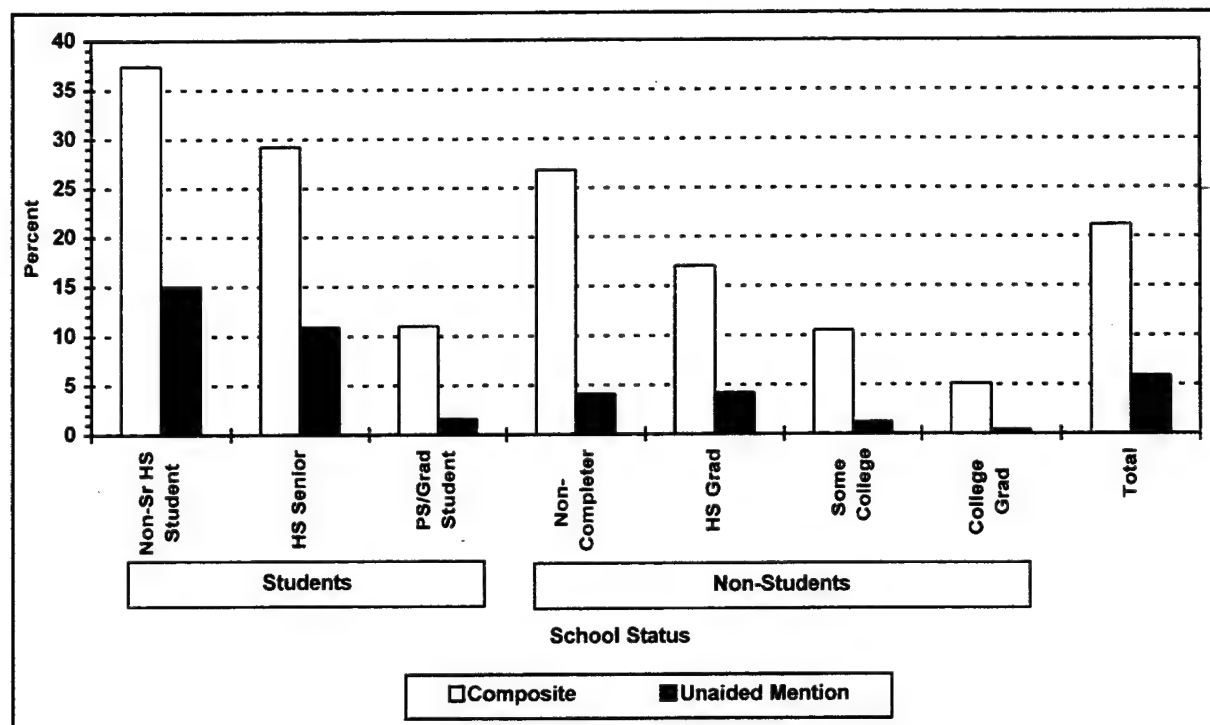


Figure 3-7A. Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by School Status

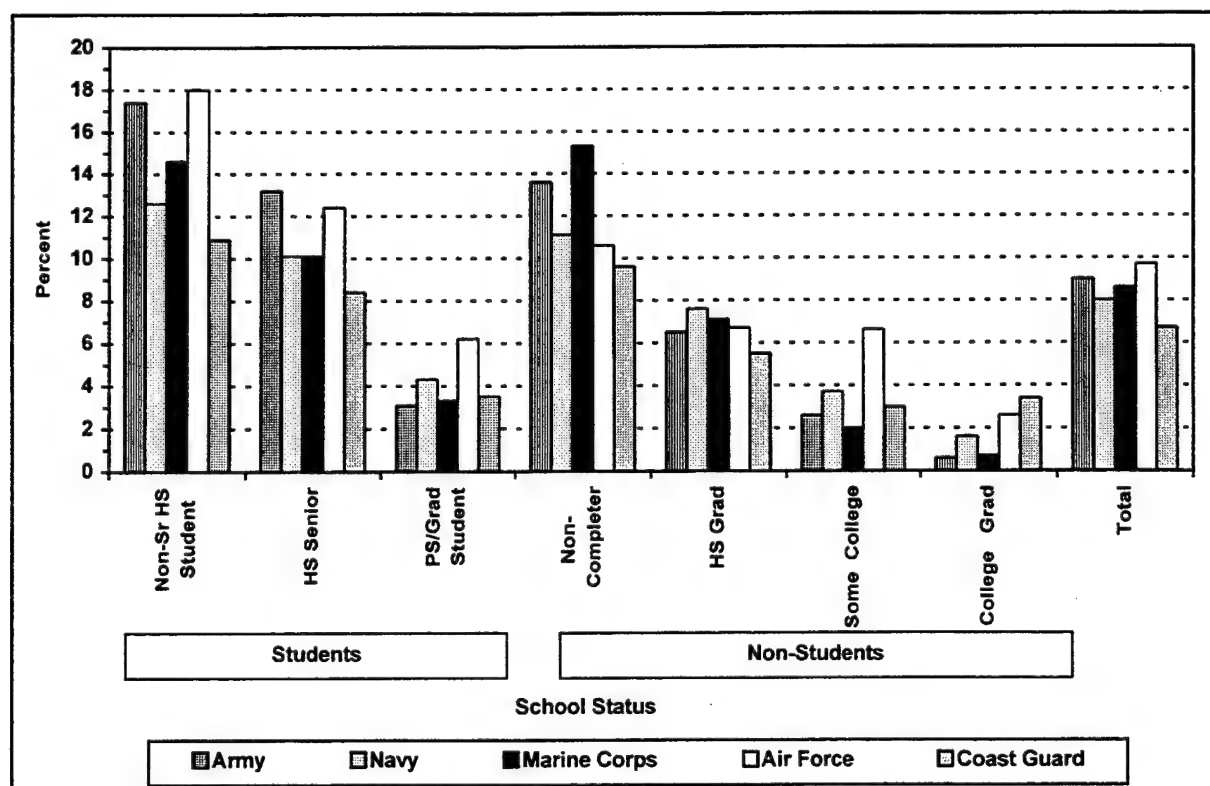


Figure 3-7B. Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Males, by School Status

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

**Table 3-8. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by School Status**

Propensity Measure	School Status					
	Students			Non-Students		
	Non-Senior High School Student <sup>a</sup>	High School Senior <sup>b</sup>	Post-secondary/Graduate Student <sup>c</sup>	Non-Completed <sup>d</sup>	High School Graduate <sup>e</sup>	Some College <sup>f</sup> College Graduate <sup>g</sup> Total <sup>h</sup>
<u>Composite</u>	19.8 (1.7)	15.3 (1.9)	3.8 (0.5)	12.2 (1.8)	6.4 (1.2)	5.5 (1.6) 1.1 (0.7) 8.9 (0.5)
<u>Unaided Mention</u>	5.7 (0.8)	4.5 (1.1)	0.2 (0.2)	1.0 (0.5)	0.4 (0.2)	0.4 (0.3) 0.0 (0.0) 1.6 (0.2)
<u>Service-Specific Propensity</u>						
Army	9.0 (1.1)	8.0 (1.3)	1.3 (0.3)	5.2 (1.2)	3.5 (0.9)	2.4 (1.1) 0.8 (0.5) 4.1 (0.4)
Navy	6.5 (1.1)	6.1 (1.3)	1.1 (0.2)	3.3 (1.0)	2.6 (0.9)	1.4 (0.7) 0.4 (0.4) 3.0 (0.3)
Marine Corps	5.6 (1.0)	4.8 (0.8)	0.6 (0.2)	4.1 (1.0)	1.5 (0.6)	0.8 (0.6) 0.4 (0.4) 2.4 (0.3)
Air Force	9.1 (1.2)	7.0 (1.4)	2.1 (0.4)	6.4 (1.4)	3.3 (0.9)	2.6 (0.9) 0.4 (0.4) 4.3 (0.4)
Coast Guard	6.3 (0.8)	5.0 (1.0)	0.8 (0.3)	3.5 (1.1)	1.2 (0.4)	1.0 (0.5) 0.0 (0.0) 2.5 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 745 interviews.

<sup>b</sup>Estimates are based on 614 interviews.

<sup>c</sup>Estimates are based on 1,370 interviews.

<sup>d</sup>Estimates are based on 337 interviews.

<sup>e</sup>Estimates are based on 534 interviews.

<sup>f</sup>Estimates are based on 296 interviews.

<sup>g</sup>Estimates are based on 198 interviews.

<sup>h</sup>Estimates are based on 4,113 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q404A, Q407, Q408C, and SCHOOLST.

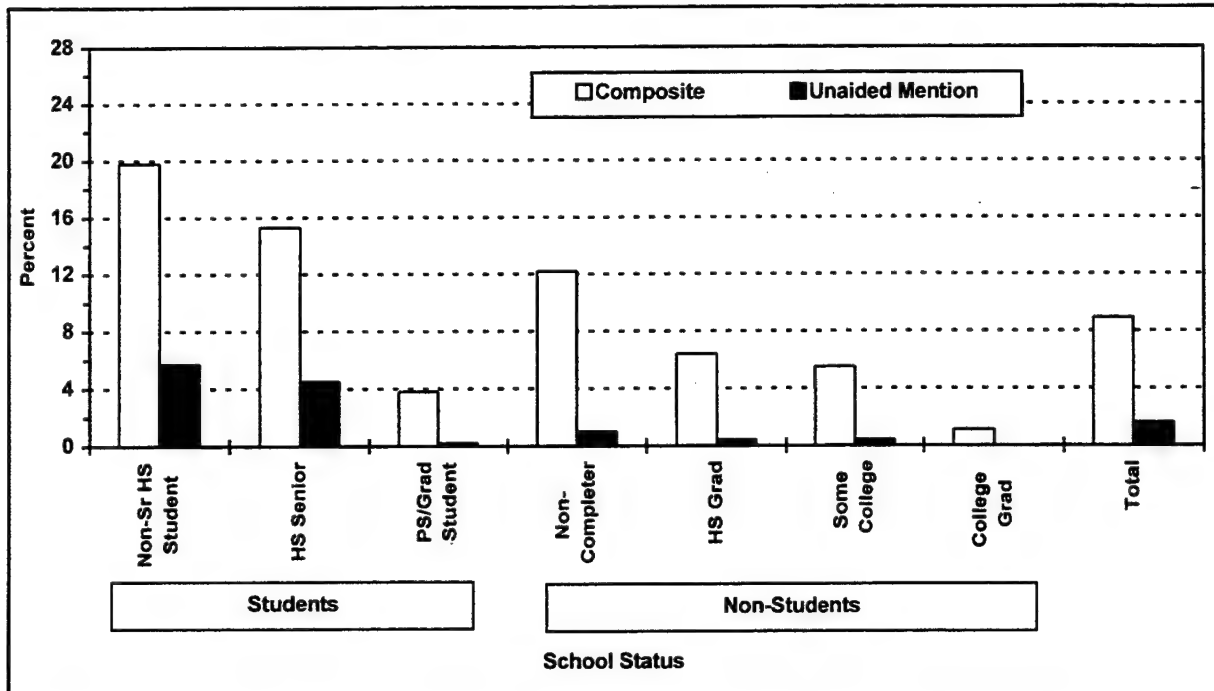


Figure 3-8A. Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by School Status

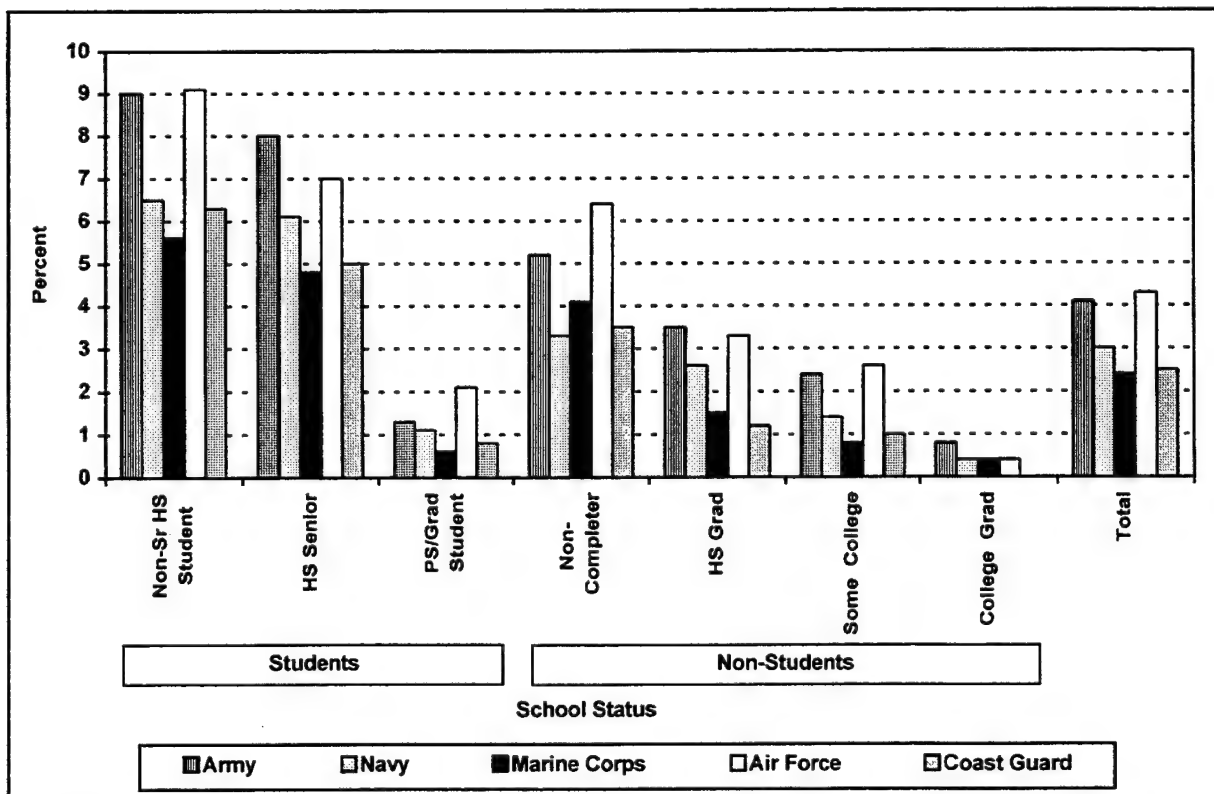


Figure 3-8B. Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Females, by School Status

### Propensity by Employment and School Status

Propensity estimates by employment status and school status for males are presented in Table 3-9 and Figure 3-9. Among employment groups, propensity was consistently highest among unemployed males who were seeking work and lowest for students neither working nor seeking work. Overall, 31.9 percent of unemployed males seeking work expressed positive propensity, compared to 19.1 percent of employed males and 17.5 percent of unemployed males not seeking work. The difference between these latter two groups was not significant. Within education groups, the difference between unemployed males seeking work and employed males was significant only for postsecondary/graduate students (17.8 percent compared to 10.4 percent). High school graduates who were not employed but looking for work expressed the highest composite propensity—39.8 percent. The small number of male nonstudents (i.e., high school graduates or youth with some college) who were not employed did not allow for reliable estimates and are therefore not represented in Table 3-9.

Table 3-9. Fall 1997 YATS - Percent Positive Active Composite Propensity Among Males, by Employment and School Status					
Employment Status	School Status				Total <sup>e</sup>
	High School Students <sup>a</sup>	High School Graduates <sup>b</sup>	Some College <sup>c</sup>	Postsecondary/ Graduate Students <sup>d</sup>	
Employed	35.1 (1.7)	16.4 (1.3)	10.5 (2.1)	10.4 (0.9)	19.1 (0.7)
Not employed, looking	39.8 (2.1)	24.4 (4.4)	12.4 (6.4)	17.8 (2.9)	31.9 (1.5)
Not employed, not looking	24.4 (1.8)	-- (NA)	-- (NA)	9.1 (1.7)	17.5 (1.3)
Total	33.7 (1.0)	17.0 (1.1)	10.5 (2.1)	11.0 (0.7)	21.2 (0.6)
Note: Tabled values are percentages with standard errors in parentheses. (--) Indicates cell size is so small that standard error estimate is not reliable. <sup>a</sup> Estimates are based on 2,223 interviews. <sup>b</sup> Estimates are based on 848 interviews. <sup>c</sup> Estimates are based on 319 interviews. <sup>d</sup> Estimates are based on 1,699 interviews. <sup>e</sup> Estimates are based on 6,050 interviews. Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and APPOSNEG.					

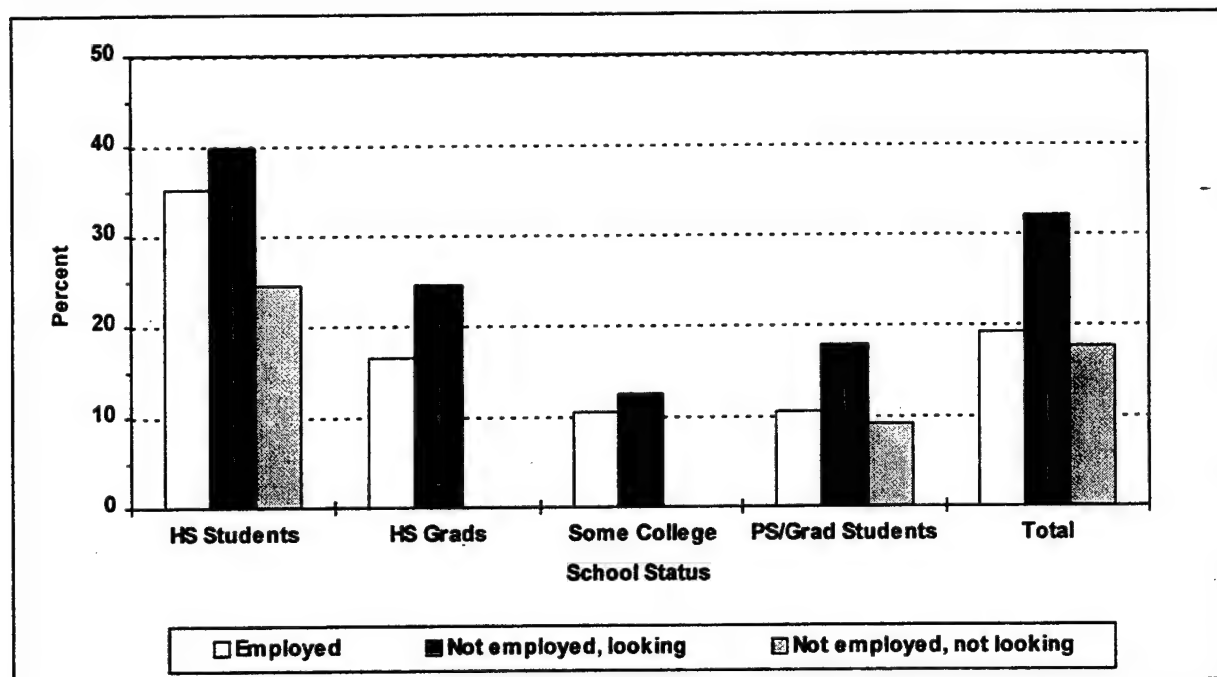


Figure 3-9. Fall 1997 YATS - Percent Positive Active Composite Propensity Among Males, by Employment and School Status

Table 3-10 and Figure 3-10 present propensity findings by employment and school status for females. As among males, propensity levels were highest among female youth who were not employed but looking for work. Across all school groups, 18.9 percent of the females who were not employed, but looking for work, expressed positive propensity compared to 6.9 percent of employed females and 7.0 percent of females who were not employed and not looking for work. Among high school students, propensity levels were significantly higher among unemployed females looking for work (24.6 percent) than among employed females (15.8 percent) or unemployed females not looking for work (13.2 percent).



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

**Table 3-10. Fall 1997 YATS - Percent Positive Active Composite Propensity Among Females, by Employment and School Status**

Employment Status	School Status				Total <sup>e</sup>
	High School Students <sup>a</sup>	High School Graduates <sup>b</sup>	Some College <sup>c</sup>	Postsecondary/ Graduate Students <sup>d</sup>	
Employed	15.8 (1.8)	5.9 (1.4)	4.0 (1.5)	3.5 (0.7)	6.9 (0.6)
Not employed, looking	24.6 (2.5)	10.2 (4.5)	— (NA)	8.4 (2.3)	18.9 (1.8)
Not employed, not looking	13.2 (1.9)	6.4 (2.9)	6.0 (4.4)	2.6 (1.0)	7.0 (0.7)
Total	17.7 (1.3)	6.4 (1.2)	5.5 (1.6)	3.8 (0.5)	8.9 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

(—) Indicates cell size is so small that standard error estimate is not reliable.

<sup>a</sup>Estimates are based on 1,359 interviews.

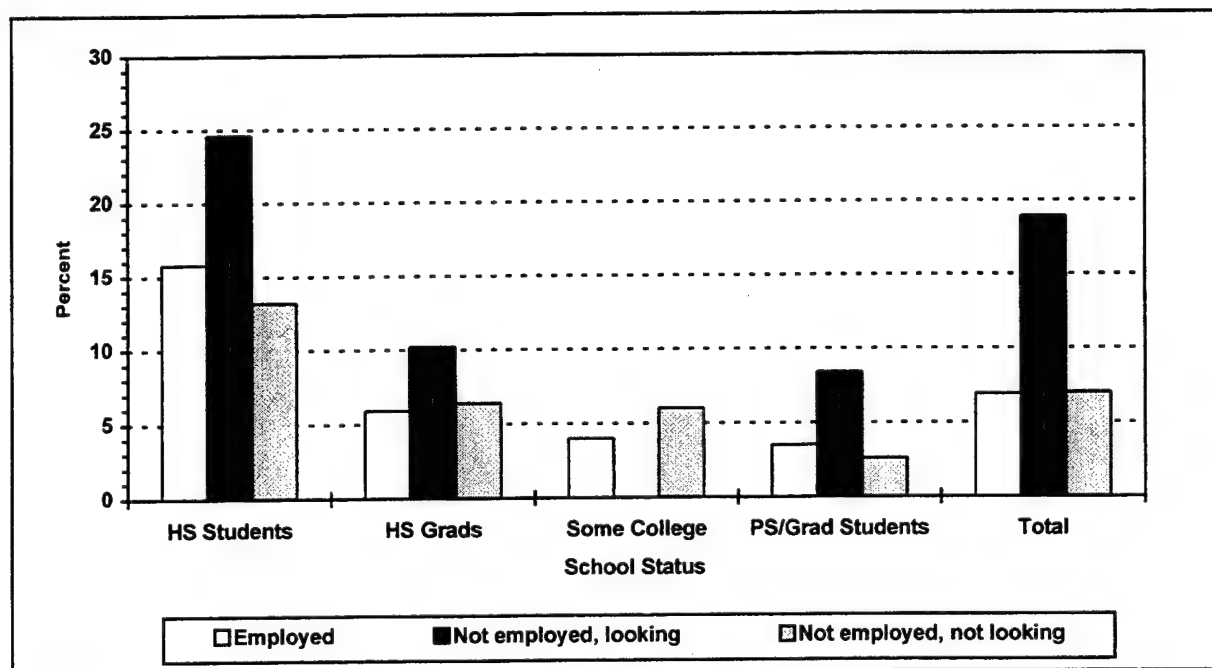
<sup>b</sup>Estimates are based on 534 interviews.

<sup>c</sup>Estimates are based on 296 interviews.

<sup>d</sup>Estimates are based on 1,370 interviews.

<sup>e</sup>Estimates are based on 4,113 interviews.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and APPOSNEG.



**Figure 3-10. Fall 1997 YATS - Percent Positive Active Composite Propensity Among Females, by Employment and School Status**

## Propensity and Race/Ethnicity

Table 3-11 and Figures 3-11A and 3-11B show propensities for White, Black, and Hispanic males. As with the trend data, propensity levels for other racial groups are not examined separately because there were too few in the sample to provide reliable estimates. However, they are included in the "Total" estimates.

Propensity in 1997 was higher among Blacks and Hispanics than Whites. More than twice as many Black and Hispanic males expressed positive, aided (i.e., Composite and Service-specific) propensity as White males. These differences were less extreme for unaided propensity, but still significant. There was no difference between Black and Hispanic males on any propensity measure.

**Table 3-11. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Race/Ethnicity**

Propensity Measure	Race/Ethnicity			Total <sup>d</sup>
	White <sup>a</sup>	Black <sup>b</sup>	Hispanic <sup>c</sup>	
<u>Composite</u>	15.7 (0.6)	32.3 (2.3)	33.8 (1.9)	21.2 (0.6)
<u>Unaided Mention</u>	4.8 (0.3)	8.6 (1.3)	8.6 (1.1)	5.9 (0.3)
<u>Service-Specific Propensity</u>				
Army	6.1 (0.4)	14.0 (1.7)	16.2 (1.6)	9.0 (0.5)
Navy	5.5 (0.3)	13.7 (1.6)	13.6 (1.4)	8.0 (0.4)
Marine Corps	5.2 (0.3)	14.9 (1.6)	17.5 (1.6)	8.6 (0.4)
Air Force	6.7 (0.4)	15.9 (1.5)	16.1 (1.4)	9.7 (0.3)
Coast Guard	4.6 (0.3)	11.3 (1.6)	10.8 (1.4)	6.7 (0.4)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 4,227 interviews.

<sup>b</sup>Estimates are based on 584 interviews.

<sup>c</sup>Estimates are based on 708 interviews.

<sup>d</sup>Estimates are based on 6,050 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q714, and Q715.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

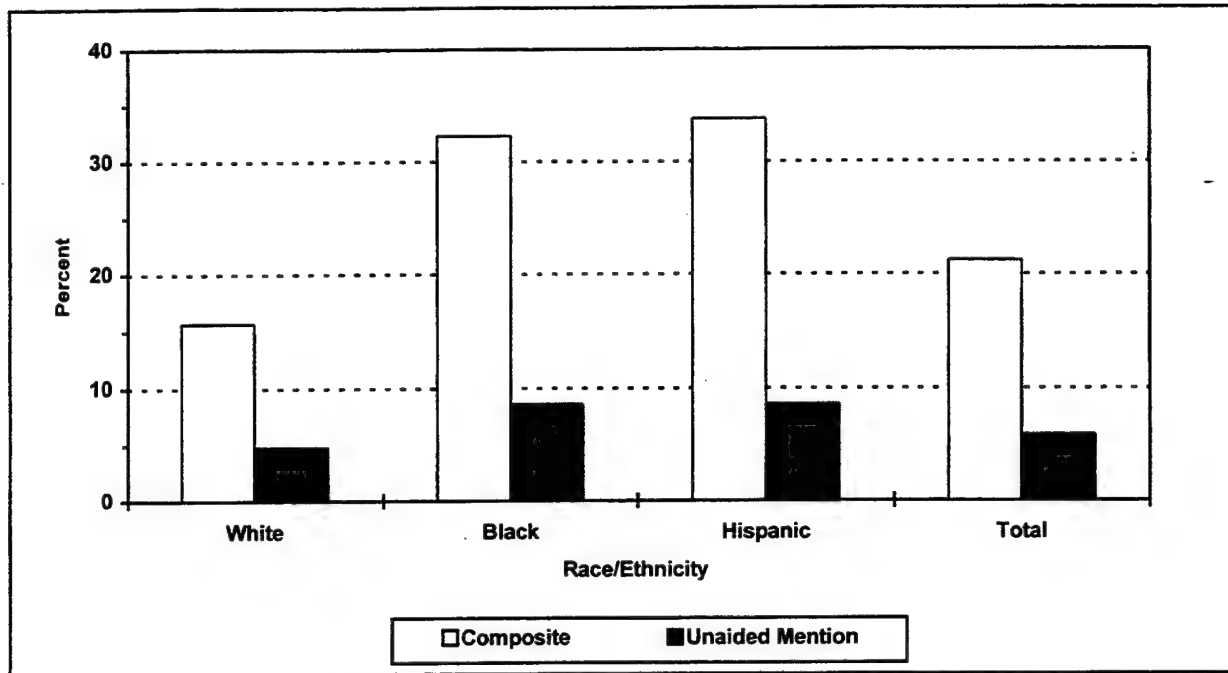


Figure 3-11A. Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by Race/Ethnicity

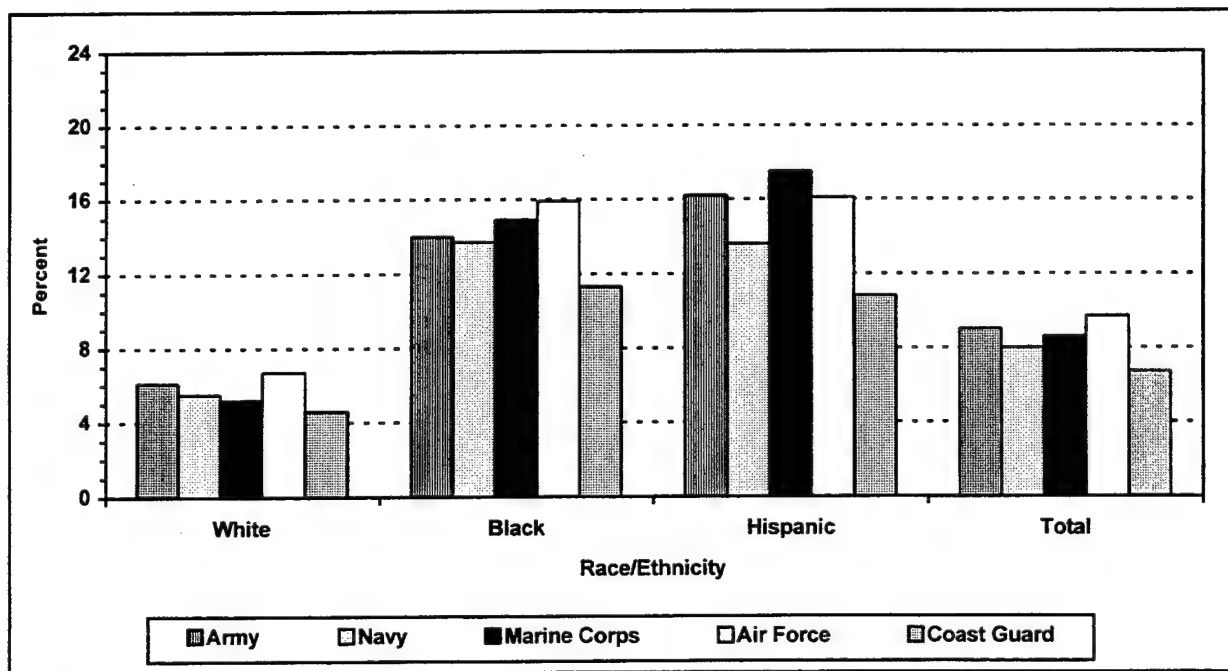


Figure 3-11B. Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Males, by Race/Ethnicity

Differences were more pronounced between White and Black or Hispanic females, as shown in Table 3-12 and Figures 3-12A and 3-12B. At least three times as many Black and Hispanic females as White females expressed positive aided propensity. There was no significant difference between Hispanic and White females on unaided propensity. Propensity among Black and Hispanic females differed significantly only for the Marine Corps (2.9 percent among Blacks compared to 7.5 percent among Hispanics). The largest difference between Whites and the other groups occurred for Army and Air Force propensity.

Table 3-12. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Race/Ethnicity				
Propensity Measure	Race/Ethnicity			Total <sup>d</sup>
	White <sup>a</sup>	Black <sup>b</sup>	Hispanic <sup>c</sup>	
<u>Composite</u>	5.0 (0.4)	15.9 (2.1)	18.2 (2.0)	8.9 (0.5)
<u>Unaided Mention</u>	1.1 (0.2)	3.1 (0.9)	2.1 (0.7)	1.6 (0.2)
<u>Service-Specific Propensity</u>				
Army	1.8 (0.3)	9.0 (1.8)	8.4 (1.2)	4.1 (0.4)
Navy	1.6 (0.2)	5.4 (1.1)	5.9 (1.3)	3.0 (0.3)
Marine Corps	1.1 (0.2)	2.9 (0.8)	7.5 (1.4)	2.4 (0.3)
Air Force	2.2 (0.3)	8.2 (1.6)	9.7 (1.6)	4.3 (0.4)
Coast Guard	1.3 (0.2)	5.0 (1.1)	5.2 (1.1)	2.5 (0.3)
Note: Tabled values are percentages with standard errors in parentheses.				
<sup>a</sup> Estimates are based on 2,860 interviews.				
<sup>b</sup> Estimates are based on 459 interviews.				
<sup>c</sup> Estimates are based on 481 interviews.				
<sup>d</sup> Estimates are based on 4,113 interviews.				
Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, Q714, and Q715.				

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

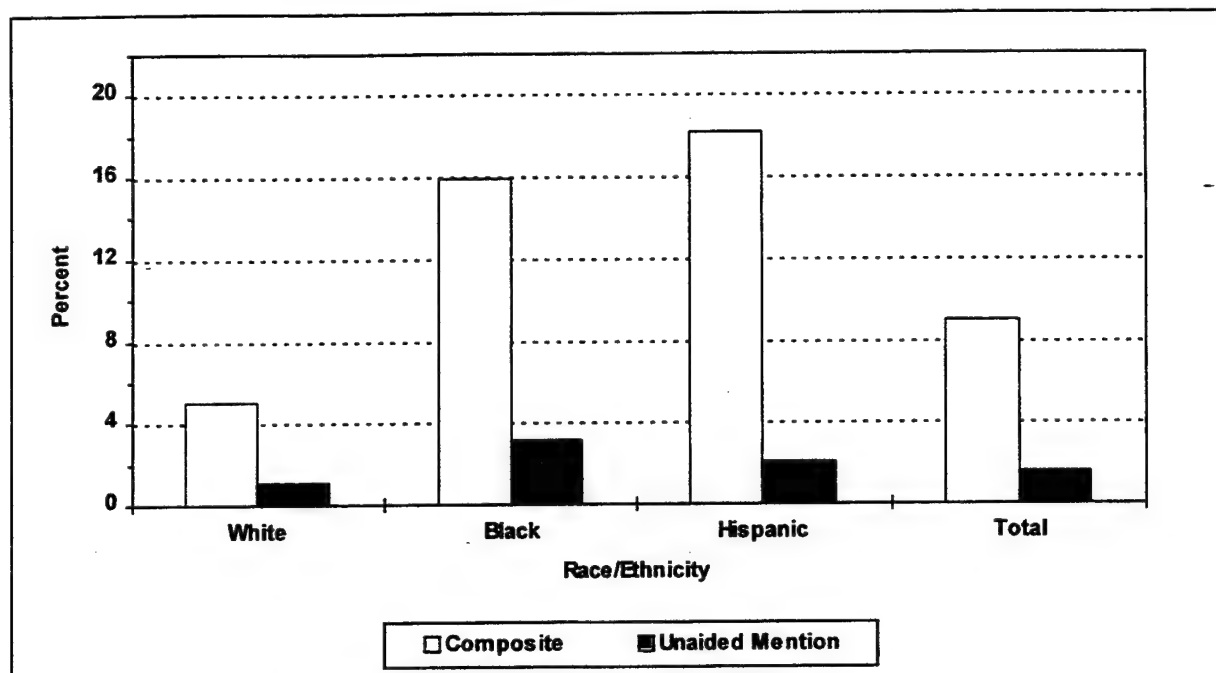


Figure 3-12A. Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by Race/Ethnicity

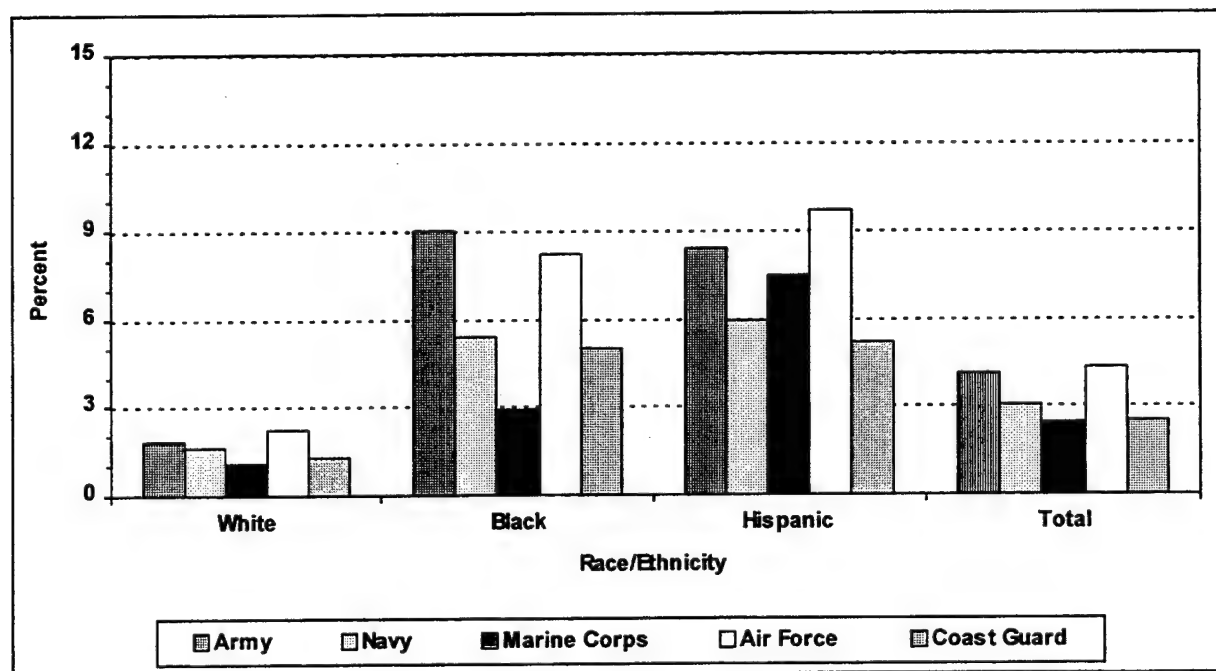


Figure 3-12B. Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Females, by Race/Ethnicity

## Propensity and Region

Propensity patterns among males by region are noted in Table 3-13 and Figures 3-13A and 3-13B. Active composite propensity was significantly lower in the North Central region (17.7 percent) than in the three other regions, which ranged from 21.9 percent to 23.5 percent. Unaided mentions, however, were comparable across regions. Service-specific propensity patterns were similar to those evident in active composite propensity, with propensity lower among males from the North Central region.

Table 3-13. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Males, by Region

Propensity Measure	Region				
	Northeast <sup>a</sup>	North Central <sup>b</sup>	South <sup>c</sup>	West <sup>d</sup>	Total <sup>e</sup>
<u>Composite</u>	22.5 (1.4)	17.7 (1.0)	21.9 (1.1)	23.5 (1.5)	21.2 (0.6)
<u>Unaided Mention</u>	5.8 (0.9)	5.3 (0.6)	6.5 (0.6)	5.5 (0.7)	5.9 (0.3)
<u>Service-Specific Propensity</u>					
Army	9.5 (1.0)	6.8 (0.7)	9.9 (0.8)	9.9 (1.0)	9.0 (0.5)
Navy	9.4 (1.0)	6.3 (0.7)	7.8 (0.7)	9.4 (1.0)	8.0 (0.4)
Marine Corps	9.6 (1.0)	6.7 (0.6)	9.6 (0.7)	8.6 (1.1)	8.6 (0.4)
Air Force	10.4 (1.0)	7.4 (0.7)	10.6 (0.7)	10.5 (0.8)	9.7 (0.3)
Coast Guard	7.9 (0.9)	4.5 (0.6)	6.9 (0.6)	8.1 (0.9)	6.7 (0.4)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 1,064 interviews.

<sup>b</sup>Estimates are based on 1,579 interviews.

<sup>c</sup>Estimates are based on 2,068 interviews.

<sup>d</sup>Estimates are based on 1,339 interviews.

<sup>e</sup>Estimates are based on 6,050 interviews.

Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, and REGION.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

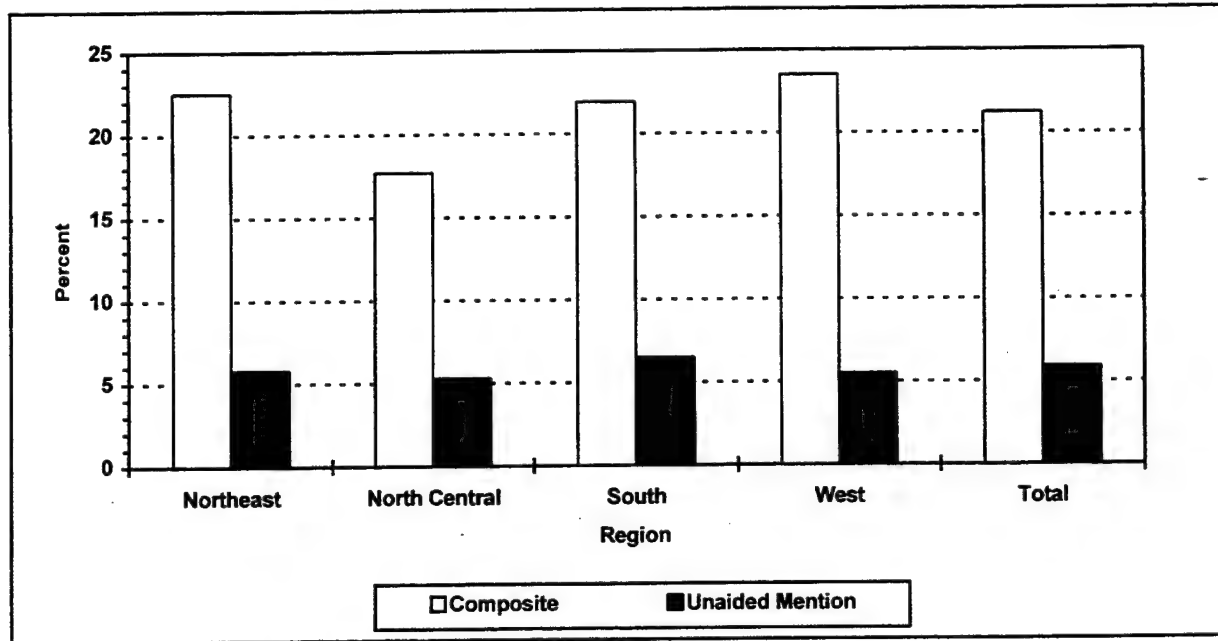


Figure 3-13A. Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Males, by Region

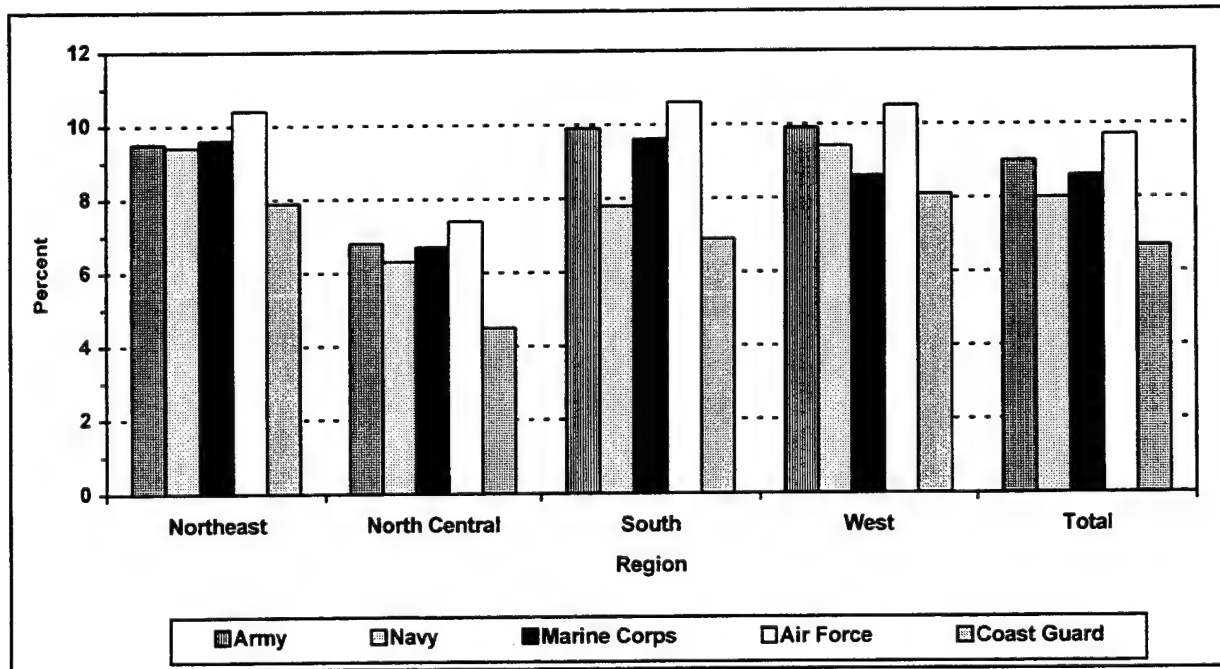


Figure 3-13B. Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Males, by Region

Regional propensity patterns for females mirrored those presented for males, as shown in Table 3-14 and Figures 3-14A and 3-14B. Females in the North Central region showed lower levels (6.4 percent) of active composite propensity than did female youth in the other regions (9.9 percent in the Northeast and South, and 9.0 percent in the West). Unlike findings among males, females showed a significant difference between unaided propensity in the North Central region (0.8 percent) and the Northeast (2.2 percent) and South (2.0 percent) regions. Propensity for each of the Services among females was lowest in the North Central region.

Table 3-14. Fall 1997 YATS - Percent Positive Active Composite, Unaided Mention and Service-Specific Propensity Among Females, by Region					
Propensity Measure	Region				
	Northeast <sup>a</sup>	North Central <sup>b</sup>	South <sup>c</sup>	West <sup>d</sup>	Total <sup>e</sup>
<u>Composite</u>	9.9 (1.3)	6.4 (0.7)	9.9 (0.8)	9.0 (1.2)	8.9 (0.5)
<u>Unaided Mention</u>	2.2 (0.6)	0.8 (0.3)	2.0 (0.3)	1.4 (0.4)	1.6 (0.2)
<u>Service-Specific Propensity</u>					
Army	4.5 (0.9)	2.8 (0.5)	4.6 (0.7)	4.2 (0.6)	4.1 (0.4)
Navy	3.7 (0.8)	1.7 (0.5)	3.6 (0.5)	2.6 (0.6)	3.0 (0.3)
Marine Corps	3.5 (0.8)	1.7 (0.4)	2.3 (0.4)	2.4 (0.5)	2.4 (0.3)
Air Force	4.9 (1.1)	2.7 (0.5)	4.7 (0.7)	5.0 (0.9)	4.3 (0.4)
Coast Guard	3.5 (1.1)	1.0 (0.3)	2.9 (0.4)	2.7 (0.5)	2.5 (0.3)
Note: Tabled values are percentages with standard errors in parentheses.					
<sup>a</sup> Estimates are based on 684 interviews.					
<sup>b</sup> Estimates are based on 955 interviews.					
<sup>c</sup> Estimates are based on 1,532 interviews.					
<sup>d</sup> Estimates are based on 942 interviews.					
<sup>e</sup> Estimates are based on 4,113 interviews.					
Source: Q402, APPOSNEG, V438JOIN, Q509-Q513, and REGION.					



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the Active Military Services**

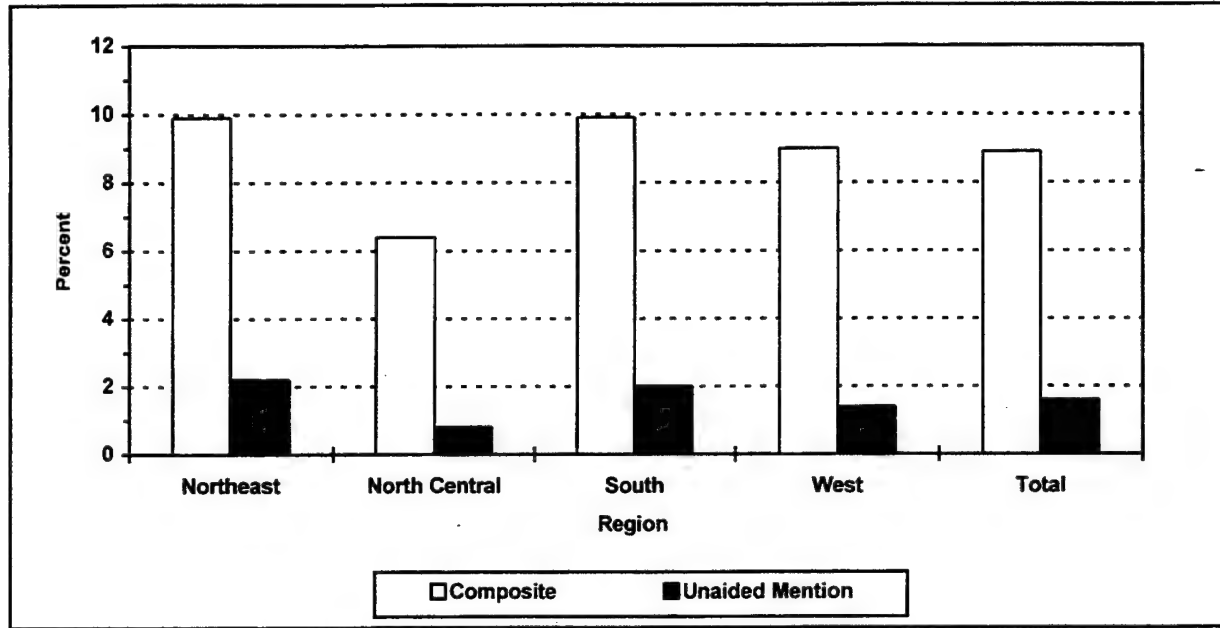


Figure 3-14A. Fall 1997 YATS - Percent Positive Active Composite and Unaided Mention Among Females, by Region

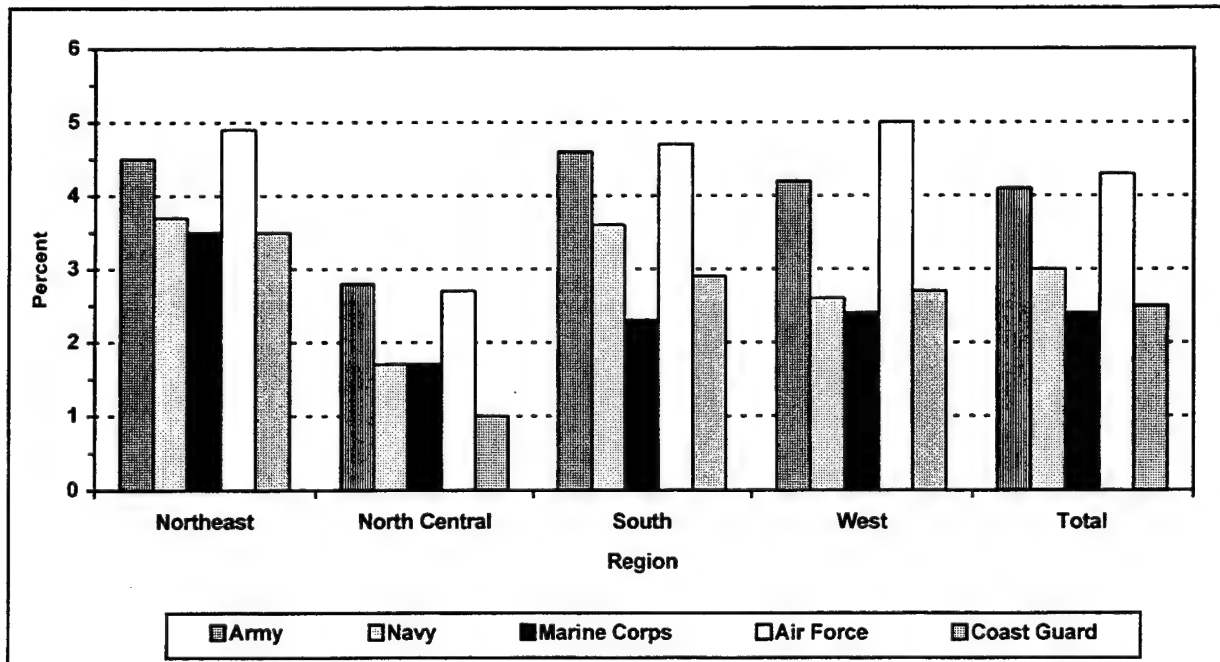


Figure 3-14B. Fall 1997 YATS - Percent Positive Service-Specific Propensity Among Females, by Region

---

## Summary of Demographic Correlates of Propensity

This chapter has presented findings on the propensity of young men and women to enlist in the active Military Services. The chapter examined trends in propensity from 1992 through 1997, and the relationship between the various propensity measures and demographic characteristics in 1997.

Propensity was relatively high in 1992 and declined in the following years. The decline in propensity was relatively slight for the Marine Corps, and particularly steep for Blacks. In 1997, 21.2 percent of the males and 8.9 percent of the females indicated a likelihood of enlisting in one or more of the active Military Services. Propensity among females in 1997 reversed increases seen in 1996, and declined to or below earlier levels. Unaided propensity remained much lower than composite active propensity, as only 5.9 percent of males and 1.6 percent of females voluntarily mentioned joining the military when initially asked about their future plans.

Several relationships exist over the entire period, regardless of trends. First, active composite propensity is consistently greater than Service-specific propensity. Both of these aided measures are greater than unaided propensity. Second, propensity is higher among males than among females. Third, propensity is inversely related to age. Fourth, propensity is higher for the Army and the Air Force than for the other Services. Propensity for the Coast Guard among males is lower than for the other Services. And finally, Blacks and Hispanics display higher propensity levels than do Whites.

In 1997, propensity measures were comparable for Hispanic males and Black males, and higher among Black and Hispanic males than White males. Among females, propensity was greater among minorities than Whites, but differences between Black and Hispanic females were not significant.

Current results also showed propensity to be inversely related to education: those with more education had lower propensity. Males and females exhibited similar patterns in propensity by school status.

Propensity was highest among youth who were not employed but looking for work and lowest among students who were unemployed and not looking for work. The highest overall propensity level was shown by high school students who were unemployed but looking for work.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
***Enlistment Propensity for the Active Military Services***

---

Active composite propensity was higher in the Northeast, South, and West regions than in the North Central region. Regional differences in unaided propensity were statistically significant only between females in the North Central and the Northeast and South. Service-specific propensity generally mirrored the pattern for composite active propensity, with levels lower in the North Central region than in the other regions.

#### 4. ENLISTMENT PROPENSITY FOR THE NATIONAL GUARD AND RESERVES

As in the previous chapter, this chapter presents historical propensity trends for 1992 through 1997, followed by a more detailed analysis of relationships between Reserve propensity and demographic variables from the 1997 administration. This chapter presents findings on Reserve composite propensity, propensity for the National Guard and Reserves, and propensity for the specific components of the National Guard and Reserves. Estimates for active composite propensity are presented in tables with Reserve composite propensity estimates to assist in comparing the two measures.

All tables in this chapter contain data for both males and females. Tables and figures presenting the same data are similarly numbered to facilitate cross-referencing. For example, Figures 4-3A and 4-3B illustrate data presented in Table 4-3.

#### Reserve Propensity Measures

To measure Reserve propensity, each youth is asked:

*“How likely is it that you will be serving in the National Guard?”*

and

*“How likely is it that you will be serving in the Reserves?”*

Youth stating that they will “definitely” or “probably” serve in the National Guard are counted as having “positive propensity” for the National Guard. All other responses, including “don’t know” or refusal to answer the question, are counted as negative. Positive propensity for the Reserves is measured similarly. Youth saying they will “definitely” or “probably” serve in either (or both) are counted as having positive Reserve **composite** propensity. These definitions parallel the propensity measures used for the active Services.

Youth who indicated positive propensity for the National Guard were asked:

*“Is that the Army National Guard or the Air National Guard?”*

To minimize any order effect, the order in which Army National Guard and Air National Guard appear in this question is rotated among respondents. Because some youth decline to answer this question or do not know the specific component they would serve in, the sum of the percentages for Army National Guard and Air National Guard is less than that reported for National Guard. (See Table 4-3 as an example.)

Similarly, youth who indicated positive propensity for the Reserves were asked:

*"Is that the Air Force Reserve, the Army Reserve, the Coast Guard Reserve, the Marine Corps Reserve, or the Naval Reserve?"*

Again, the order of the components is rotated and the sum of the percentages identified with each of these components is slightly less than the total percentage reporting propensity for the Reserves.

### Historical Trends in Reserve Propensity

Tables 4-1 through 4-3 and their corresponding figures present trends in Reserve propensity from 1992 to 1997. Reserve composite propensity among males declined overall from 1992 to 1994 (17.9 percent to 16 percent), as did active composite propensity. Since 1994, however, there has been no significant change in Reserve composite propensity. Reserve composite propensity among females had remained below 8 percent between 1992 and 1994, increased in 1995 to 8.5 percent, and remained at that level in 1996. However, in 1997, Reserve composite propensity among females dropped to 6.9 percent, the lowest level in the past six years. In the period reported, Active composite propensity has been consistently higher than Reserve composite propensity for both males and females, as seen in Figure 4-1.

Table 4-2 and Figure 4-2 display National Guard and Reserve propensity among males and females. For both genders, propensity for the Reserves has been significantly higher than propensity for the National Guard for the past six years. Reserve propensity among males dropped significantly from 15 percent in 1992 to around 13.5 percent in the following years. Enlistment propensity for the National Guard appears to be relatively stable, declining slightly from slightly more than 8 percentage points in 1992 to slightly less in 1997, with a significant dip to 7.3 percent in 1995. Propensity among females toward the National Guard was generally steady between 1992 and 1994 before increasing significantly from 2.9 percent in 1994 to 4 percent in 1996. However, in 1997, propensity toward the National Guard fell to 3.3 percent, which was similar to the pre-1995 level. Like the National Guard, Reserve propensity among females remained relatively steady between 1992 and 1994 and increased in 1995 to 6.9 percent where it remained in 1996. Reserve propensity among females then decreased significantly in 1997 to 5.4 percent.

Table 4-1. Fall 1997 YATS - Percent Positive Active and Reserve Composite Propensity, by Gender, 1992-1997

Propensity Measure	Males					
	1992 <sup>a</sup>	1993 <sup>b</sup>	1994 <sup>c</sup>	1995 <sup>d</sup>	1996 <sup>e</sup>	1997 <sup>f</sup>
<u>Composite</u>						
Active	23.0 (0.8)	22.7 (0.7)	20.8 (0.8)	21.8 (0.6)	20.7 (0.5)	21.2 (0.6)
Reserve	17.9 (1.1)	16.9 (1.1)	16.0 (0.8)	16.2 (0.5)	16.3 (0.6)	16.5 (0.7)
Propensity Measure	Females					
	1992 <sup>g</sup>	1993 <sup>h</sup>	1994 <sup>i</sup>	1995 <sup>j</sup>	1996 <sup>k</sup>	1997 <sup>l</sup>
<u>Composite</u>						
Active	8.9 (0.7)	8.5 (0.9)	9.6 (0.8)	10.0 (0.6)	10.6 (0.5)	9.0 (0.5)
Reserve	7.8 (1.2)	7.1 (1.1)	7.6 (0.7)	8.5 (0.5)	8.6 (0.5)	6.9 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

Males

<sup>a</sup>Estimates are based on 1,728 interviews.

<sup>b</sup>Estimates are based on 1,694 interviews.

<sup>c</sup>Estimates are based on 4,231 interviews.

<sup>d</sup>Estimates are based on 7,060 interviews.

<sup>e</sup>Estimates are based on 6,405 interviews.

<sup>f</sup>Estimates are based on 6,050 interviews.

Females

<sup>g</sup>Estimates are based on 960 interviews.

<sup>h</sup>Estimates are based on 854 interviews.

<sup>i</sup>Estimates are based on 2,303 interviews.

<sup>j</sup>Estimates are based on 3,723 interviews.

<sup>k</sup>Estimates are based on 3,798 interviews.

<sup>l</sup>Estimates are based on 4,113 interviews.

Source: Q402, APPOSNEG, and RPPOSNEG.

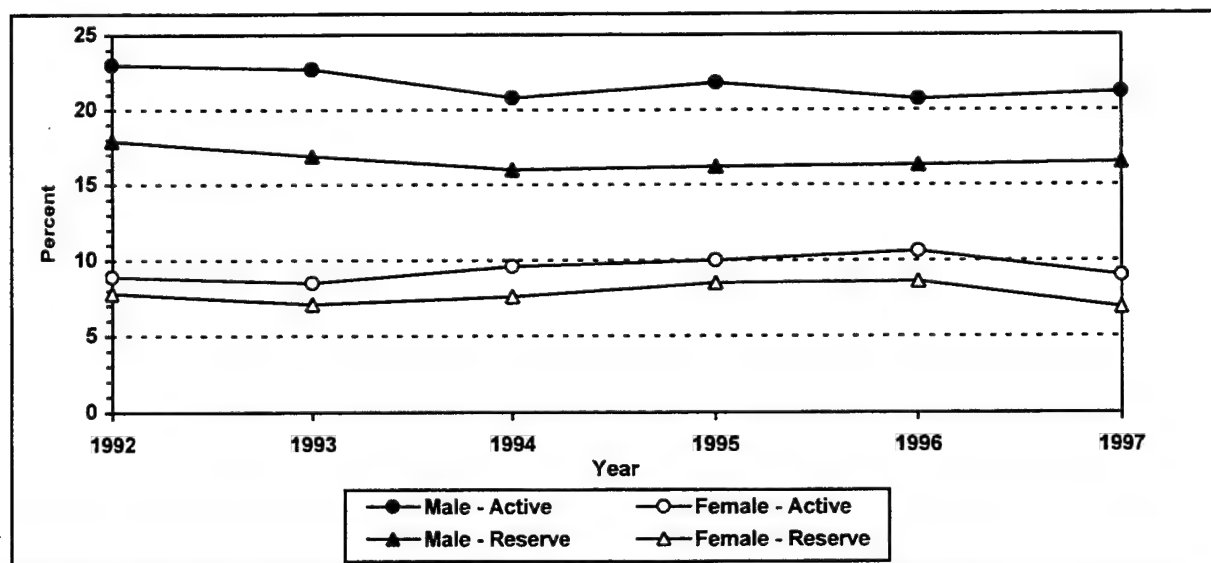


Figure 4-1. Fall 1997 YATS - Percent Positive Active and Reserve Composite Propensity, by Gender, 1992-1997

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the National Guard and Reserves**

Table 4-2. Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity, by Gender, 1992-1997

Propensity Measure	Males					
	1992 <sup>a</sup>	1993 <sup>b</sup>	1994 <sup>c</sup>	1995 <sup>d</sup>	1996 <sup>e</sup>	1997 <sup>f</sup>
<u>National Guard</u>	8.4 (0.9)	8.1 (0.8)	8.1 (0.6)	7.3 (0.3)	8.3 (0.4)	7.9 (0.4)
<u>Reserves</u>	15.0 (1.0)	13.7 (1.1)	13.4 (0.7)	13.6 (0.5)	13.1 (0.6)	13.9 (0.6)

Propensity Measure	Females					
	1992 <sup>g</sup>	1993 <sup>h</sup>	1994 <sup>i</sup>	1995 <sup>j</sup>	1996 <sup>k</sup>	1997 <sup>l</sup>
<u>National Guard</u>	3.2 (0.7)	3.3 (0.9)	2.9 (0.4)	3.7 (0.3)	4.0 (0.3)	3.3 (0.3)
<u>Reserves</u>	6.7 (1.1)	6.3 (1.0)	6.1 (0.7)	6.9 (0.4)	6.9 (0.5)	5.4 (0.4)

Note: Tabled values are percentages with standard errors in parentheses.

Males

<sup>a</sup>Estimates are based on 1,728 interviews.

<sup>b</sup>Estimates are based on 1,694 interviews.

<sup>c</sup>Estimates are based on 4,231 interviews.

<sup>d</sup>Estimates are based on 7,060 interviews.

<sup>e</sup>Estimates are based on 6,405 interviews.

<sup>f</sup>Estimates are based on 6,050 interviews.

Females

<sup>g</sup>Estimates are based on 960 interviews.

<sup>h</sup>Estimates are based on 854 interviews.

<sup>i</sup>Estimates are based on 2,303 interviews.

<sup>j</sup>Estimates are based on 3,723 interviews.

<sup>k</sup>Estimates are based on 3,798 interviews.

<sup>l</sup>Estimates are based on 4,113 interviews.

Source: Q402, Q505, and Q507.

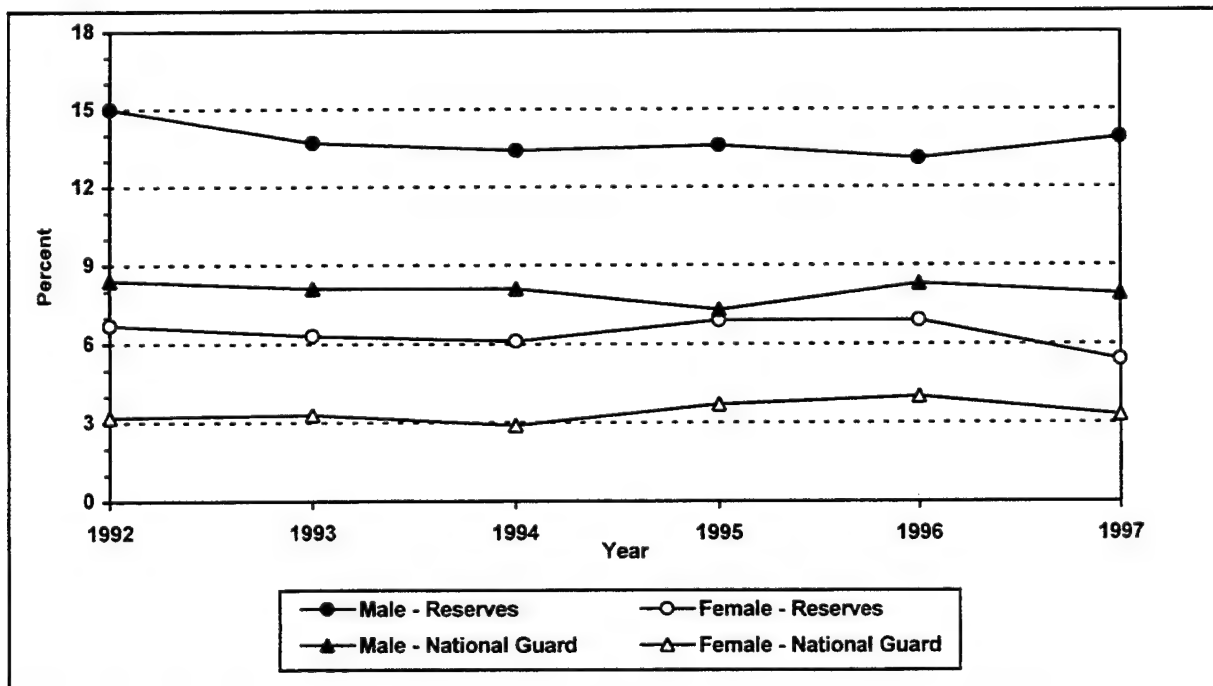


Figure 4-2. Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity, by Gender, 1992-1997

Table 4-3 and Figures 4-3A and 4-3B present propensity trends for the specific National Guard and Reserve components. Among males interested in the National Guard, propensity is significantly higher toward the Army National Guard than the Air National Guard. This is true despite the fact that enlistment propensity dropped in 1997 for the Army National Guard from 5.5 to 4.7 percent and increased in 1997 for Air National Guard from 2.5 to 3.1 percent.

Regardless of respondent gender, propensity for the Army Reserve was higher than propensity for the other four Reserve Services over this six-year period. The second highest propensity is expressed for the Air Force Reserve (with the exception of males in 1992). Among females, Army National Guard propensity was higher than Air National Guard propensity every year except 1993 when they were almost equal (Army National Guard-1.5 percent, Air National Guard-1.6 percent).



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the National Guard and Reserves**

**Table 4-3. Fall 1997 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity, by Gender, 1992-1997**

Propensity Measure	Males					
	1992 <sup>a</sup>	1993 <sup>b</sup>	1994 <sup>c</sup>	1995 <sup>d</sup>	1996 <sup>e</sup>	1997 <sup>f</sup>
<u>National Guard</u>	8.4 (0.9)	8.1 (0.8)	8.1 (0.6)	7.3 (0.3)	8.3 (0.4)	7.9 (0.4)
Army National Guard	5.1 (0.7)	4.5 (0.6)	4.5 (0.4)	4.6 (0.3)	5.5 (0.3)	4.7 (0.3)
Air National Guard	3.1 (0.5)	2.9 (0.5)	3.4 (0.4)	2.5 (0.2)	2.5 (0.2)	3.1 (0.3)
<u>Reserves</u>	15.0 (1.0)	13.7 (1.1)	13.4 (0.7)	13.6 (0.5)	13.1 (0.6)	13.9 (0.6)
Army Reserve	4.7 (0.6)	5.2 (0.7)	4.4 (0.4)	4.6 (0.4)	4.3 (0.3)	4.6 (0.4)
Naval Reserve	1.9 (0.3)	1.6 (0.3)	2.0 (0.3)	2.1 (0.2)	1.8 (0.2)	2.0 (0.2)
Marine Corps Reserve	3.7 (0.5)	1.9 (0.4)	2.4 (0.3)	2.6 (0.2)	2.6 (0.3)	2.6 (0.3)
Air Force Reserve	3.2 (0.5)	2.7 (0.4)	3.1 (0.3)	2.7 (0.2)	3.0 (0.2)	3.2 (0.3)
Coast Guard Reserve	1.2 (0.3)	1.4 (0.3)	1.1 (0.2)	1.4 (0.2)	1.3 (0.2)	1.1 (0.2)

Propensity Measure	Females					
	1992 <sup>g</sup>	1993 <sup>h</sup>	1994 <sup>i</sup>	1995 <sup>j</sup>	1996 <sup>k</sup>	1997 <sup>l</sup>
<u>National Guard</u>	3.2 (0.7)	3.3 (0.9)	2.9 (0.4)	3.7 (0.3)	4.0 (0.3)	3.3 (0.3)
Army National Guard	2.5 (0.6)	1.5 (0.5)	1.8 (0.3)	2.1 (0.3)	2.3 (0.3)	2.0 (0.2)
Air National Guard	0.6 (0.3)	1.6 (0.6)	1.0 (0.2)	1.6 (0.2)	1.5 (0.2)	1.1 (0.2)
<u>Reserves</u>	6.7 (1.1)	6.3 (1.0)	6.1 (0.7)	6.9 (0.4)	6.9 (0.5)	5.4 (0.4)
Army Reserve	2.7 (0.7)	2.3 (0.8)	2.0 (0.3)	2.3 (0.3)	2.4 (0.3)	2.5 (0.3)
Naval Reserve	1.5 (0.5)	0.7 (0.3)	0.6 (0.2)	1.1 (0.2)	1.2 (0.2)	0.7 (0.1)
Marine Corps Reserve	0.1 (0.1)	0.7 (0.3)	0.9 (0.3)	0.7 (0.1)	0.8 (0.2)	0.7 (0.1)
Air Force Reserve	1.6 (0.4)	1.8 (0.6)	1.9 (0.4)	1.9 (0.3)	1.8 (0.3)	1.1 (0.2)
Coast Guard Reserve	0.7 (0.3)	0.6 (0.3)	0.6 (0.2)	0.7 (0.1)	0.6 (0.1)	0.3 (0.1)

Note: Tabled values are percentages with standard errors in parentheses.

Males

<sup>a</sup>Estimates are based on 1,728 interviews.

<sup>b</sup>Estimates are based on 1,694 interviews.

<sup>c</sup>Estimates are based on 4,231 interviews.

<sup>d</sup>Estimates are based on 7,060 interviews.

<sup>e</sup>Estimates are based on 6,405 interviews.

<sup>f</sup>Estimates are based on 6,050 interviews.

Females

<sup>g</sup>Estimates are based on 960 interviews.

<sup>h</sup>Estimates are based on 854 interviews.

<sup>i</sup>Estimates are based on 2,303 interviews.

<sup>j</sup>Estimates are based on 3,723 interviews.

<sup>k</sup>Estimates are based on 3,798 interviews.

<sup>l</sup>Estimates are based on 4,113 interviews.

Source: Q402, Q506, and Q508.

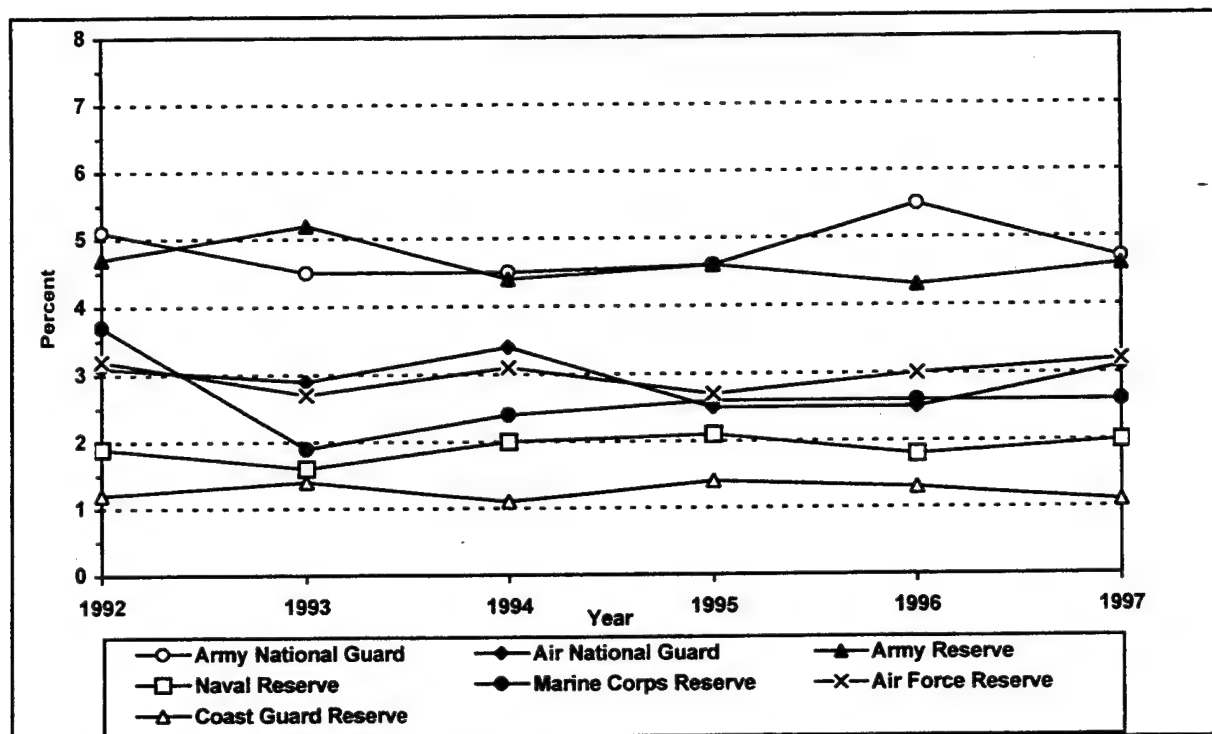


Figure 4-3A. Fall 1997 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity Among Males, 1992-1997

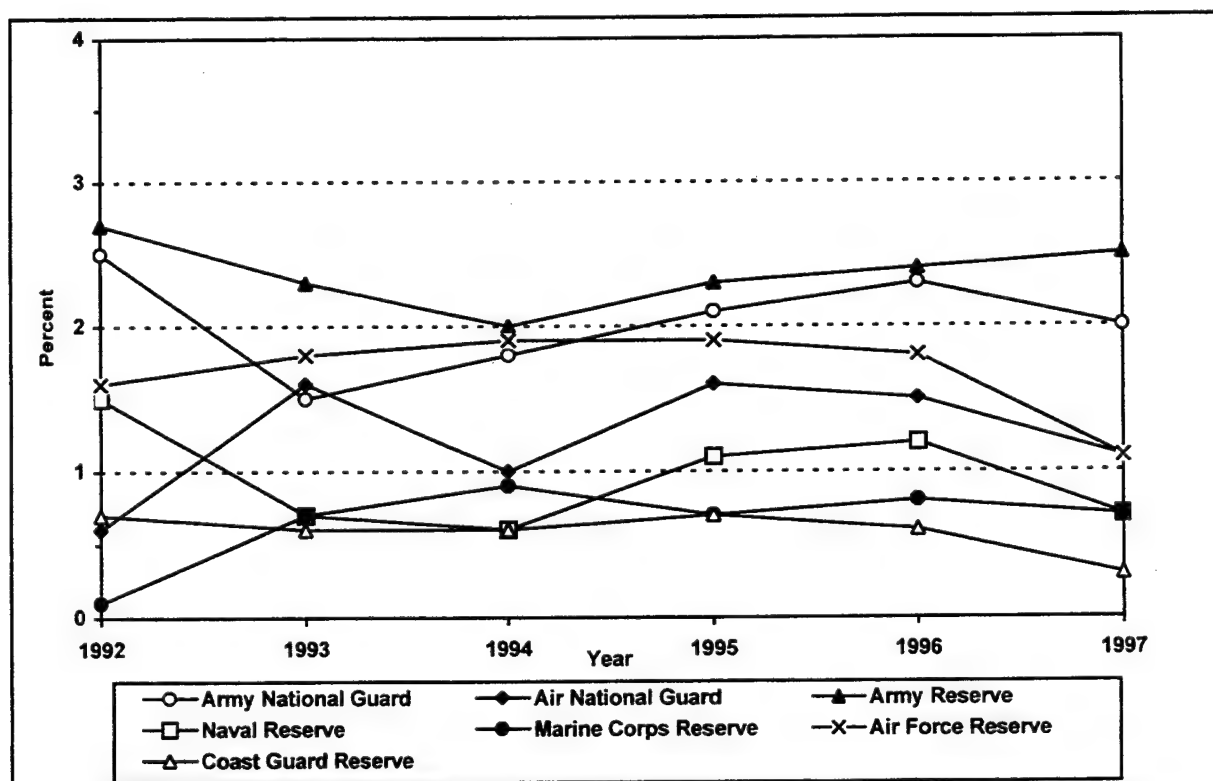


Figure 4-3B. Fall 1997 YATS - Percent Positive Service-Specific National Guard and Reserve Propensity Among Females, 1992-1997

## Demographic Correlates of Reserve Propensity: 1997

### Reserve Propensity and Age

Table 4-4 and Figures 4-4A through 4-4D present propensity by gender and age for 1997. (Estimates in the table are presented in age groups and estimates in the figures are displayed by single year of age.) Overall, Reserve composite propensity is more than twice as high for males (16.5 percent) as for females (6.9 percent). For both males and females, Reserve composite propensity is significantly lower than active composite propensity in 1997. This overall pattern is substantially reproduced when broken out by age group. Only one group (20-21 year old females) does not show active composite propensity higher than the corresponding Reserve measure. This exception, however, has not been observed in past years, and is not statistically significant. Composite propensity for both males and females decreases as age increases, with the significant decreases appearing between 16-17 and 18-19 year-olds.

National Guard and Reserve propensity are also included in Table 4-4 and illustrated in Figures 4-4C (males) and 4-4D (females). Reserve propensity is significantly higher than National Guard propensity for all age groups among males. Reserve propensity is also significantly higher than National Guard propensity among females for all age groups. Similar to composite propensity, propensity for the National Guard and Reserves decreases with age (the exceptionally high Reserve propensity among 20-21 year-old females was not seen in past years, and is most likely the result of sampling error) and significant decreases occur between the age groups of 16-17 and 18-19 year-olds.

Table 4-4. Fall 1997 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Age

Propensity Measure	Males				
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	Total <sup>e</sup>
<u>Composite</u>					
Active	33.2 (1.1)	24.1 (1.1)	16.1 (1.2)	12.7 (1.1)	21.2 (0.6)
Reserve	24.5 (1.1)	17.6 (1.4)	13.2 (1.3)	11.3 (1.0)	16.5 (0.7)
<u>National Guard</u>	11.3 (0.7)	8.2 (0.9)	6.3 (0.9)	6.1 (0.7)	7.9 (0.4)
<u>Reserves</u>	20.3 (1.1)	15.1 (1.3)	11.5 (1.2)	9.5 (1.1)	13.9 (0.6)
Propensity Measure	Females				
	16-17 Year-Olds <sup>f</sup>	18-19 Year-Olds <sup>g</sup>	20-21 Year-Olds <sup>h</sup>	22-24 Year-Olds <sup>i</sup>	Total <sup>j</sup>
<u>Composite</u>					
Active	16.5 (1.3)	9.3 (1.0)	5.8 (0.9)	5.1 (0.9)	8.9 (0.5)
Reserve	11.7 (1.1)	6.5 (1.0)	5.9 (1.0)	4.4 (0.6)	6.9 (0.5)
<u>National Guard</u>	6.1 (0.8)	3.6 (0.9)	2.4 (0.5)	1.7 (0.4)	3.3 (0.3)
<u>Reserves</u>	8.6 (0.8)	4.6 (0.8)	4.9 (1.0)	4.0 (0.6)	5.4 (0.4)
<p>Note: Tabled values are percentages with standard errors in parentheses.</p> <div> <div> <p><u>Males</u></p> <p><sup>a</sup>Estimates are based on 2,047 interviews.</p> <p><sup>b</sup>Estimates are based on 1,430 interviews.</p> <p><sup>c</sup>Estimates are based on 1,177 interviews.</p> <p><sup>d</sup>Estimates are based on 1,396 interviews.</p> <p><sup>e</sup>Estimates are based on 6,050 interviews.</p> </div> <div> <p><u>Females</u></p> <p><sup>f</sup>Estimates are based on 1,331 interviews.</p> <p><sup>g</sup>Estimates are based on 948 interviews.</p> <p><sup>h</sup>Estimates are based on 839 interviews.</p> <p><sup>i</sup>Estimates are based on 995 interviews.</p> <p><sup>j</sup>Estimates are based on 4,113 interviews.</p> </div> </div> <p>Source: Q402, CALCAGE, APPOSNEG, RPPOSNEG, Q505, and Q507</p>					

Youth Attitude Tracking Study 1997: Propensity and Advertising Report  
Enlistment Propensity for the National Guard and Reserves

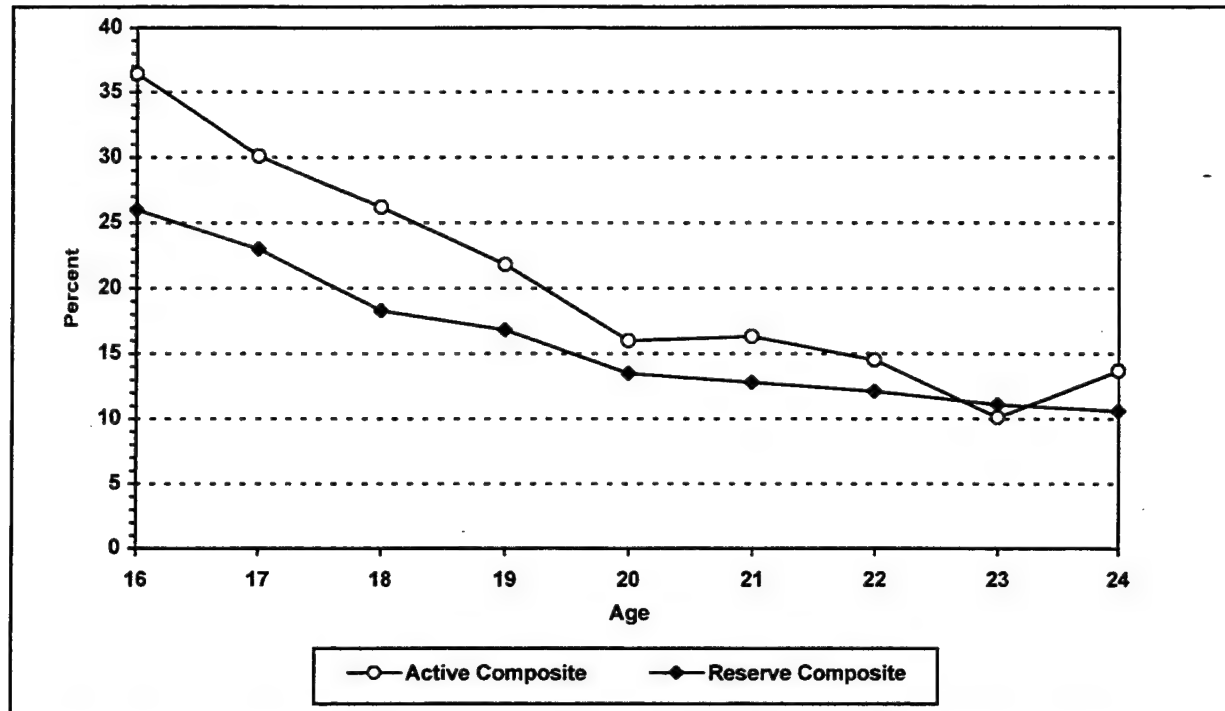


Figure 4-4A. Fall 1997 YATS - Percent Positive Active and Reserve Composite Propensity Among Males, by Single Year of Age

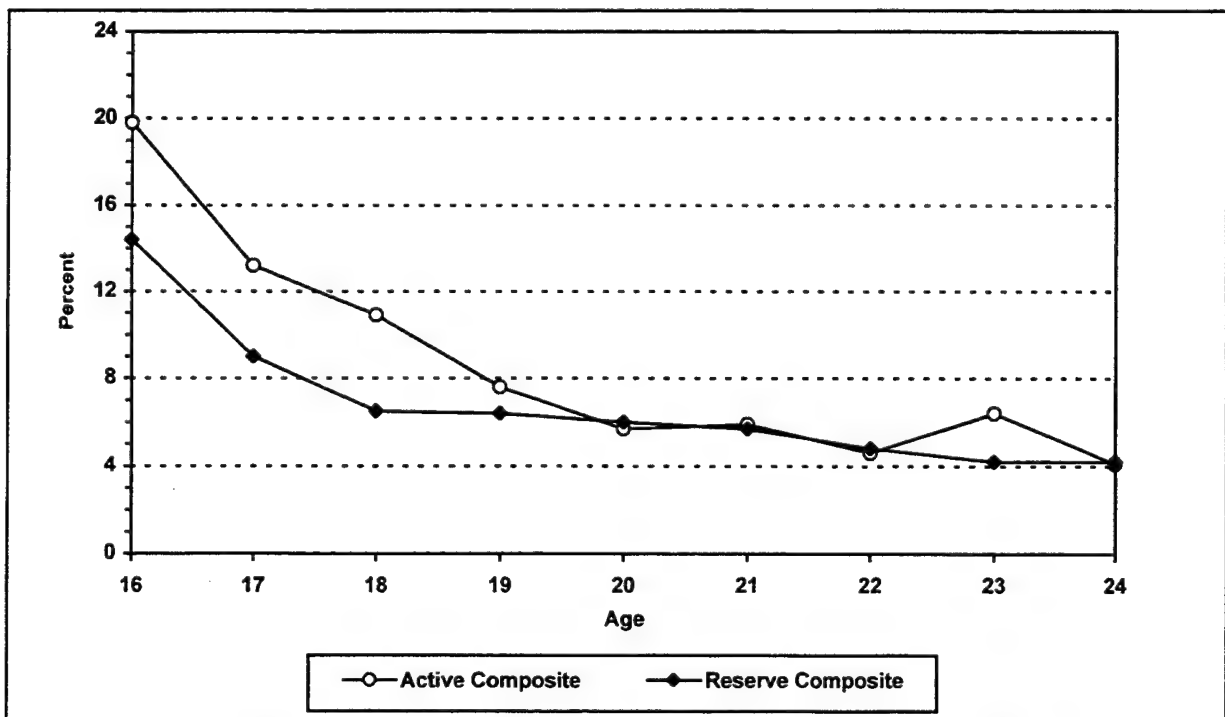


Figure 4-4B. Fall 1997 YATS - Percent Positive Active and Reserve Composite Propensity Among Females, by Single Year of Age

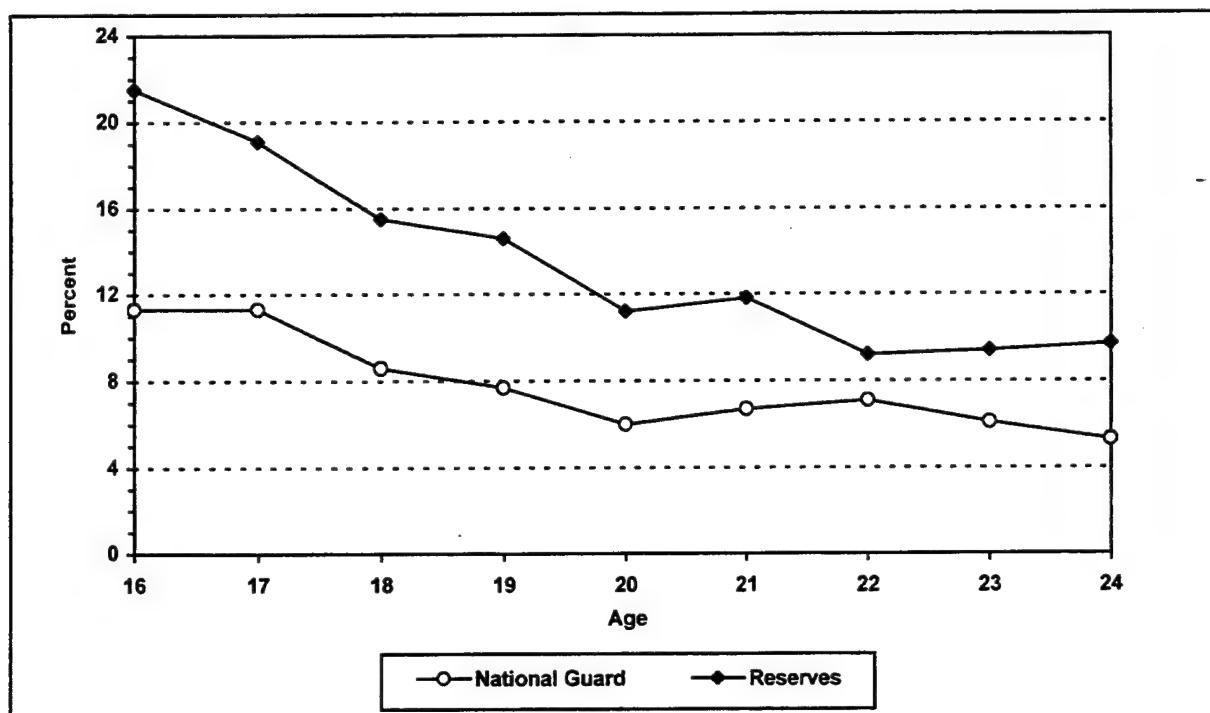


Figure 4-4C. Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity Among Males, by Single Year of Age

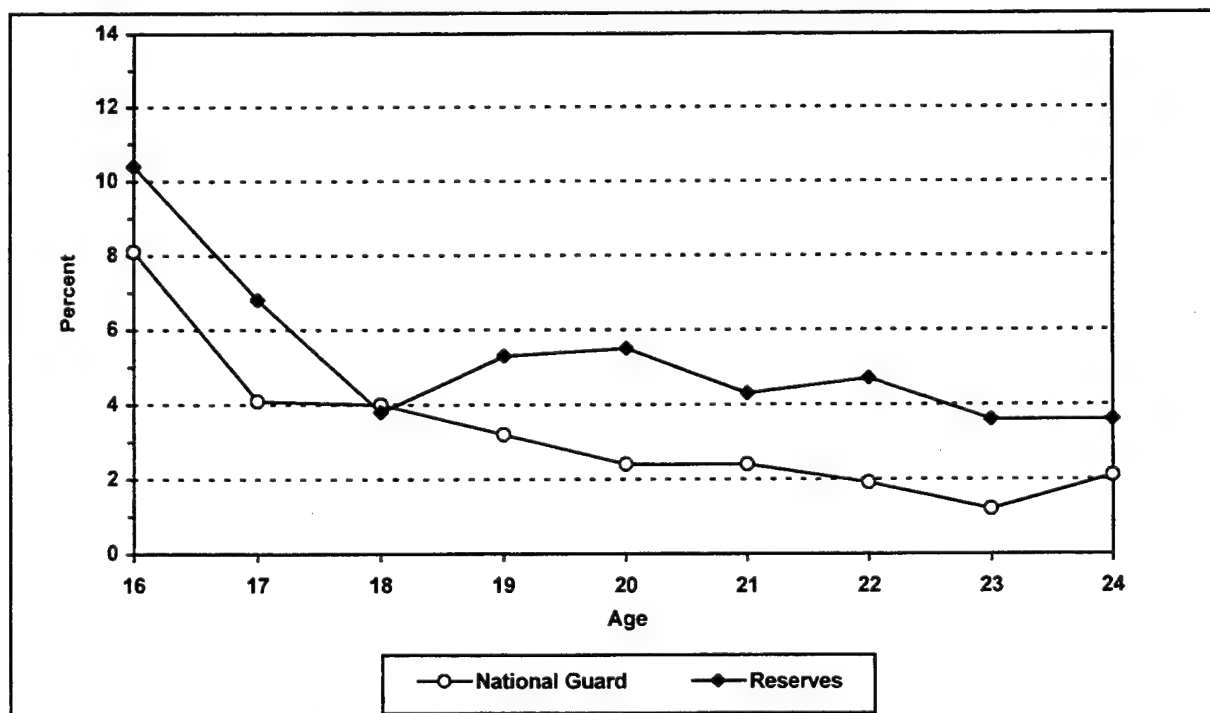


Figure 4-4D. Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity Among Females, by Single Year of Age

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
***Enlistment Propensity for the National Guard and Reserves***

---

Table 4-5 and Figures 4-5A through 4-5D present propensity estimates by age for the components that make up the National Guard and Reserves. As found in previous years, males of every age have higher Army National Guard propensity than Air National Guard propensity. For females, propensity for the Army National Guard (2 percent) is significantly higher than that for Air National Guard (1.1 percent).

In terms of Service-specific Reserve propensity, Army Reserve propensity (4.6 percent) is significantly higher than propensity for any other Reserve Service among males. For females, propensity for the Army Reserve (2.5 percent) is higher than propensity for all other Services and significantly higher among 16-17 and 18-19 year-old females.

Table 4-5. Fall 1997 YATS - Percent Positive National Guard and Reserve Propensity, by Gender and Age

Propensity Measure	Males					-
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	Total <sup>e</sup>	
<u>National Guard</u>	11.3 (0.7)	8.2 (0.9)	6.3 (0.9)	6.1 (0.7)	7.9 (0.4)	
Army National Guard	7.0 (0.6)	4.7 (0.6)	3.4 (0.6)	3.7 (0.5)	4.7 (0.3)	
Air National Guard	4.1 (0.4)	3.1 (0.7)	2.9 (0.6)	2.4 (0.5)	3.1 (0.3)	
<u>Reserves</u>	20.3 (1.1)	15.1 (1.3)	11.5 (1.2)	9.5 (1.1)	13.9 (0.6)	
Army Reserve	7.4 (0.7)	4.2 (0.7)	4.0 (0.8)	3.1 (0.6)	4.6 (0.4)	
Naval Reserve	2.5 (0.3)	2.8 (0.5)	1.8 (0.4)	1.2 (0.4)	2.0 (0.2)	
Marine Corps Reserve	3.7 (0.5)	3.6 (0.6)	1.6 (0.5)	1.5 (0.5)	2.6 (0.3)	
Air Force Reserve	4.6 (0.5)	2.9 (0.5)	3.3 (0.8)	2.2 (0.4)	3.2 (0.3)	
Coast Guard Reserve	1.3 (0.3)	1.5 (0.3)	0.6 (0.3)	1.0 (0.3)	1.1 (0.2)	

Propensity Measure	Females					
	16-17 Year-Olds <sup>f</sup>	18-19 Year-Olds <sup>g</sup>	20-21 Year-Olds <sup>h</sup>	22-24 Year-Olds <sup>i</sup>	Total <sup>j</sup>	
<u>National Guard</u>	6.1 (0.8)	3.6 (0.9)	2.4 (0.5)	1.7 (0.4)	3.3 (0.3)	
Army National Guard	3.7 (0.6)	2.2 (0.7)	1.4 (0.4)	1.1 (0.4)	2.0 (0.2)	
Air National Guard	2.1 (0.5)	0.9 (0.4)	1.0 (0.4)	0.5 (0.2)	1.1 (0.2)	
<u>Reserves</u>	8.6 (0.8)	4.6 (0.8)	4.9 (1.0)	4.0 (0.6)	5.4 (0.4)	
Army Reserve	3.3 (0.5)	2.4 (0.6)	3.1 (0.9)	1.6 (0.4)	2.5 (0.3)	
Naval Reserve	1.1 (0.3)	0.7 (0.3)	0.4 (0.2)	0.5 (0.3)	0.7 (0.1)	
Marine Corps Reserve	1.0 (0.3)	0.5 (0.2)	0.2 (0.2)	0.9 (0.3)	0.7 (0.1)	
Air Force Reserve	2.0 (0.4)	0.7 (0.2)	1.2 (0.4)	0.6 (0.3)	1.1 (0.2)	
Coast Guard Reserve	0.9 (0.4)	0.1 (0.1)	0.0 (0.0)	0.3 (0.2)	0.3 (0.1)	

Note: Tabled values are percentages with standard errors in parentheses.

Males

<sup>a</sup>Estimates are based on 2,047 interviews.

<sup>b</sup>Estimates are based on 1,430 interviews.

<sup>c</sup>Estimates are based on 1,177 interviews.

<sup>d</sup>Estimates are based on 1,396 interviews.

<sup>e</sup>Estimates are based on 6,050 interviews.

Females

<sup>f</sup>Estimates are based on 1,331 interviews.

<sup>g</sup>Estimates are based on 948 interviews.

<sup>h</sup>Estimates are based on 839 interviews.

<sup>i</sup>Estimates are based on 995 interviews.

<sup>j</sup>Estimates are based on 4,113 interviews.

Source: Q402, CALCAGE, and Q505-Q508.



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the National Guard and Reserves**

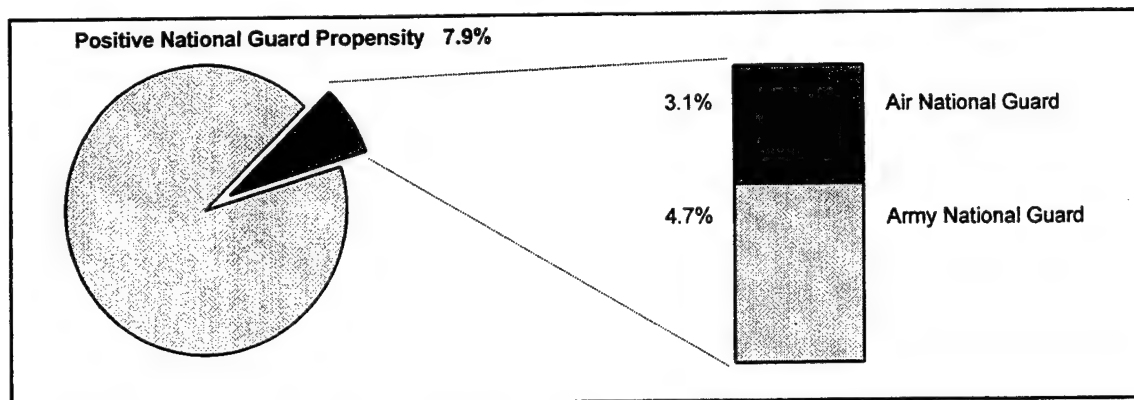


Figure 4-5A. Fall 1997 YATS - National Guard Propensity Among Males

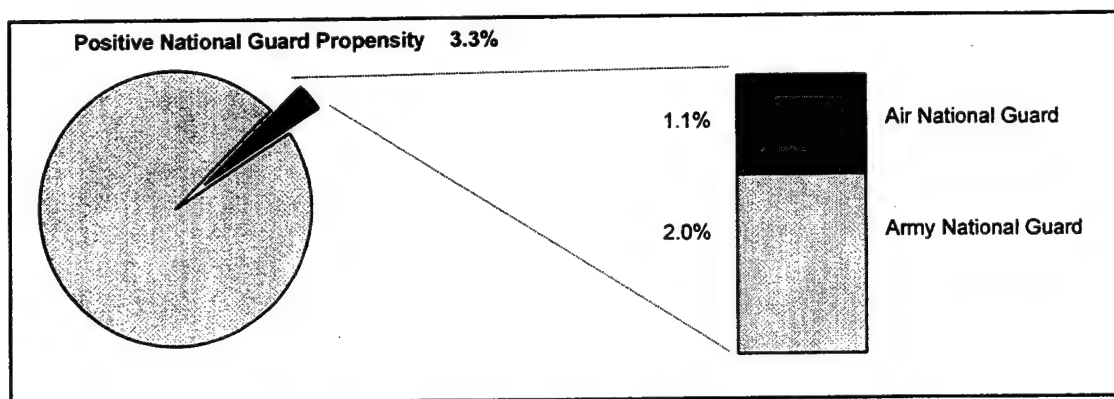


Figure 4-5B. Fall 1997 YATS - National Guard Propensity Among Females

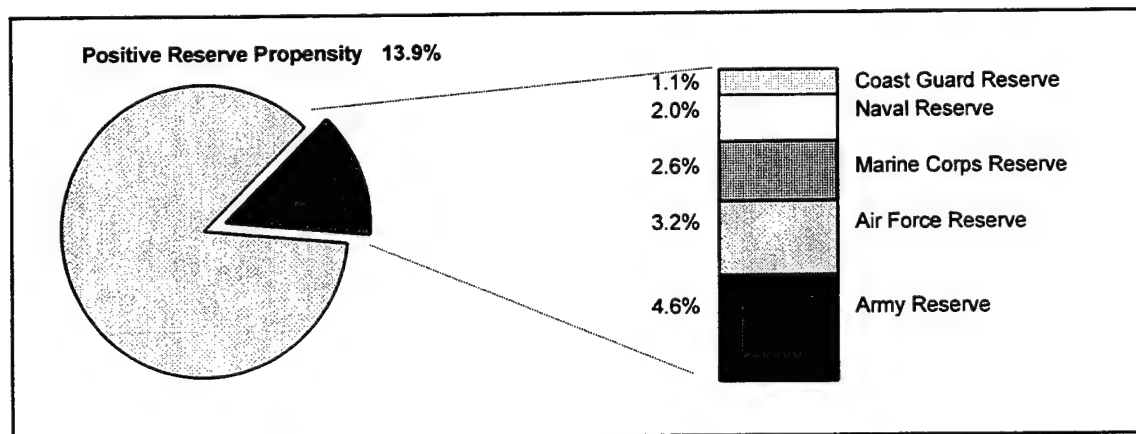


Figure 4-5C. Fall 1997 YATS - Reserve Propensity Among Males

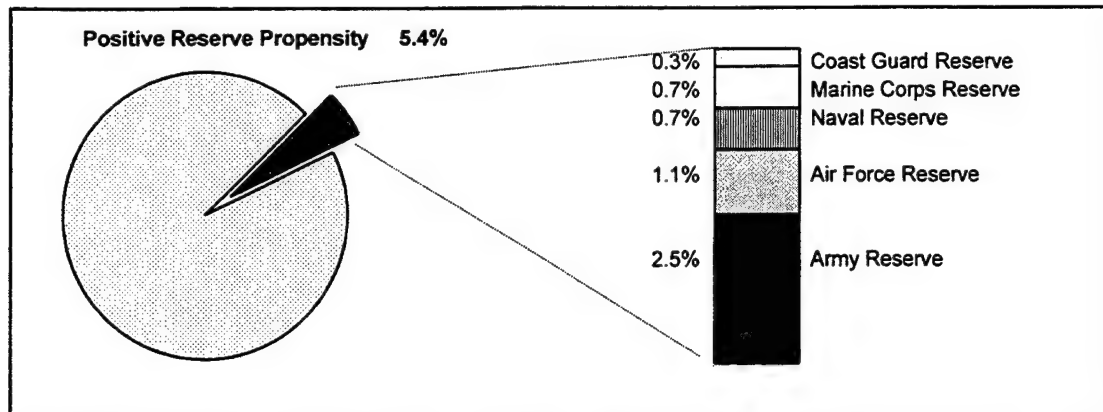


Figure 4-5D. Fall 1997 YATS - Reserve Propensity Among Females

### Reserve Propensity and School Status

Table 4-6 presents propensity by school status for male and female youth. The table groups the youths' educational status into two categories, students and non-students. These data are displayed graphically in Figures 4-6A and 4-6B. A well-established relationship between school status and propensity continues in 1997. Generally, as level of education increases within both groups of students and non-students, propensity decreases. This relationship occurs for active and Reserve composite propensity as well as National Guard and Reserve propensity. This year, the Reserve composite, National Guard, and Reserve propensity of women who have completed some college appears to be slightly greater than of women who have only completed high school. However, the difference is not statistically significant, has not been observed in previous years, and is most likely the result of sampling error.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the National Guard and Reserves**

**Table 4-6. Fall 1997 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by School Status and Gender**

Propensity Measure	Students			Non-Students				
	Non-Senior High School Student <sup>a</sup>	High School Senior <sup>b</sup>	Post-secondary/Graduate Student <sup>c</sup>	Non-Completer <sup>d</sup>	High School Graduate <sup>e</sup>	Some College <sup>f</sup>	College Graduate <sup>g</sup>	Total <sup>h</sup>
Males								
Composite								
Active	37.4 (1.2)	29.2 (1.5)	11.0 (0.7)	26.8 (1.7)	17.0 (1.1)	10.5 (2.1)	5.1 (1.3)	21.2 (0.6)
Reserve	27.5 (1.4)	21.8 (1.6)	9.5 (0.7)	20.3 (2.0)	13.5 (1.2)	9.3 (1.9)	3.7 (1.2)	16.5 (0.7)
National Guard	13.3 (1.1)	9.5 (1.2)	4.2 (0.5)	10.1 (1.1)	7.1 (0.9)	5.2 (1.3)	1.9 (1.0)	7.9 (0.4)
Reserves	22.5 (1.4)	18.6 (1.3)	8.4 (0.7)	16.8 (1.8)	11.8 (1.1)	7.3 (1.8)	3.3 (1.1)	13.9 (0.6)
Females								
Composite								
Active	19.8 (1.7)	15.3 (1.9)	3.8 (0.5)	12.2 (1.8)	6.4 (1.2)	5.5 (1.6)	1.1 (0.7)	8.9 (0.5)
Reserve	13.9 (1.4)	10.6 (1.6)	4.2 (0.5)	9.9 (1.8)	4.3 (1.0)	5.7 (1.5)	0.5 (0.5)	6.9 (0.5)
National Guard	7.3 (1.2)	4.6 (1.0)	1.8 (0.4)	5.1 (1.3)	1.9 (0.6)	2.8 (1.0)	0.0 (0.0)	3.3 (0.3)
Reserves	10.8 (1.1)	7.8 (1.2)	3.3 (0.5)	7.6 (1.6)	3.7 (1.0)	4.5 (1.3)	0.5 (0.5)	5.4 (0.4)

Note: Tabled values are percentages with standard errors in parentheses.

Males

Females

<sup>a</sup>Estimates are based on 1,320 interviews. <sup>c</sup>Estimates are based on 848 interviews. <sup>e</sup>Estimates are based on 745 interviews. <sup>g</sup>Estimates are based on 534 interviews.

<sup>b</sup>Estimates are based on 903 interviews. <sup>f</sup>Estimates are based on 319 interviews. <sup>h</sup>Estimates are based on 296 interviews.

<sup>c</sup>Estimates are based on 1,699 interviews. <sup>g</sup>Estimates are based on 223 interviews. <sup>h</sup>Estimates are based on 198 interviews.

<sup>d</sup>Estimates are based on 710 interviews. <sup>h</sup>Estimates are based on 6,050 interviews. <sup>h</sup>Estimates are based on 4,113 interviews.

Source: Q402, APPOSNEG, Q505, Q507, Q404A, Q407C, Q408C, and SCHOOLST.

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 1,320 interviews. <sup>c</sup>Estimates are based on 848 interviews. <sup>e</sup>Estimates are based on 745 interviews. <sup>g</sup>Estimates are based on 534 interviews.  
<sup>b</sup>Estimates are based on 903 interviews. <sup>f</sup>Estimates are based on 319 interviews. <sup>h</sup>Estimates are based on 296 interviews.  
<sup>c</sup>Estimates are based on 1,699 interviews. <sup>g</sup>Estimates are based on 223 interviews. <sup>h</sup>Estimates are based on 198 interviews.  
<sup>d</sup>Estimates are based on 710 interviews. <sup>h</sup>Estimates are based on 6,050 interviews. <sup>h</sup>Estimates are based on 4,113 interviews.

Source: Q402, APPOSNEG, RPPOSNEG, Q505, Q507, Q404A, Q407C, Q408C, and SCHOOLST.

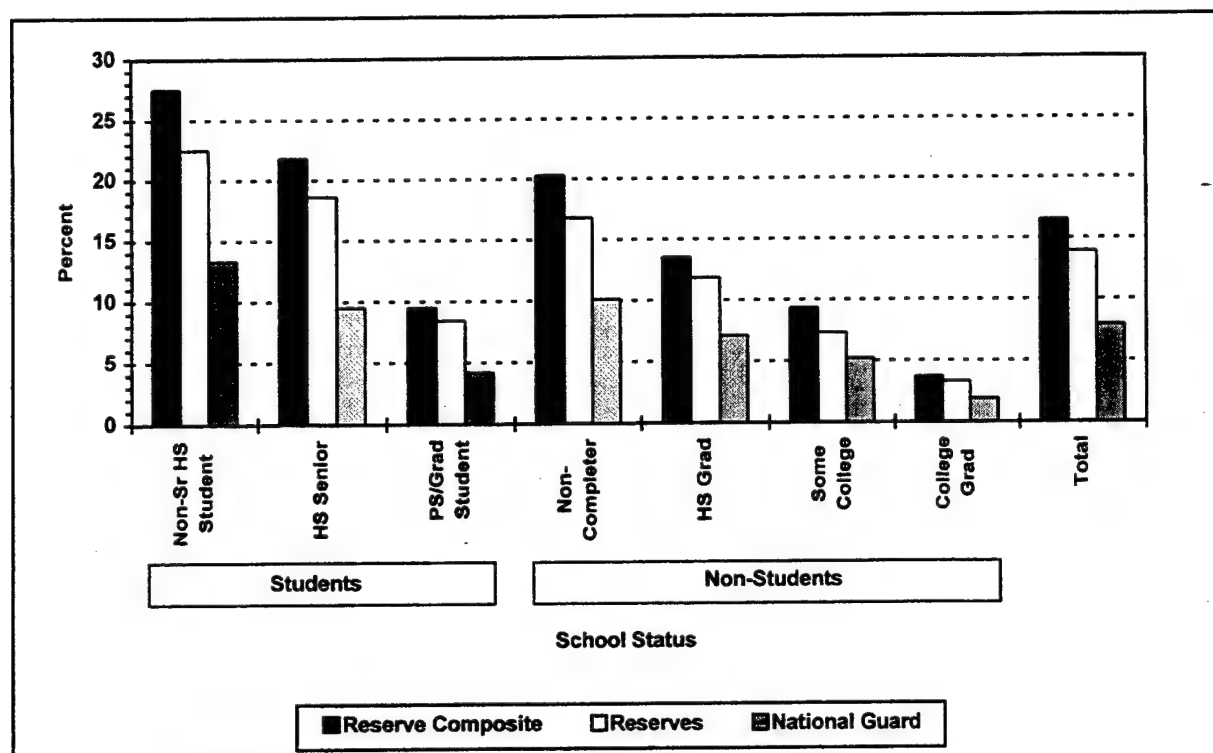


Figure 4-6A. Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by School Status

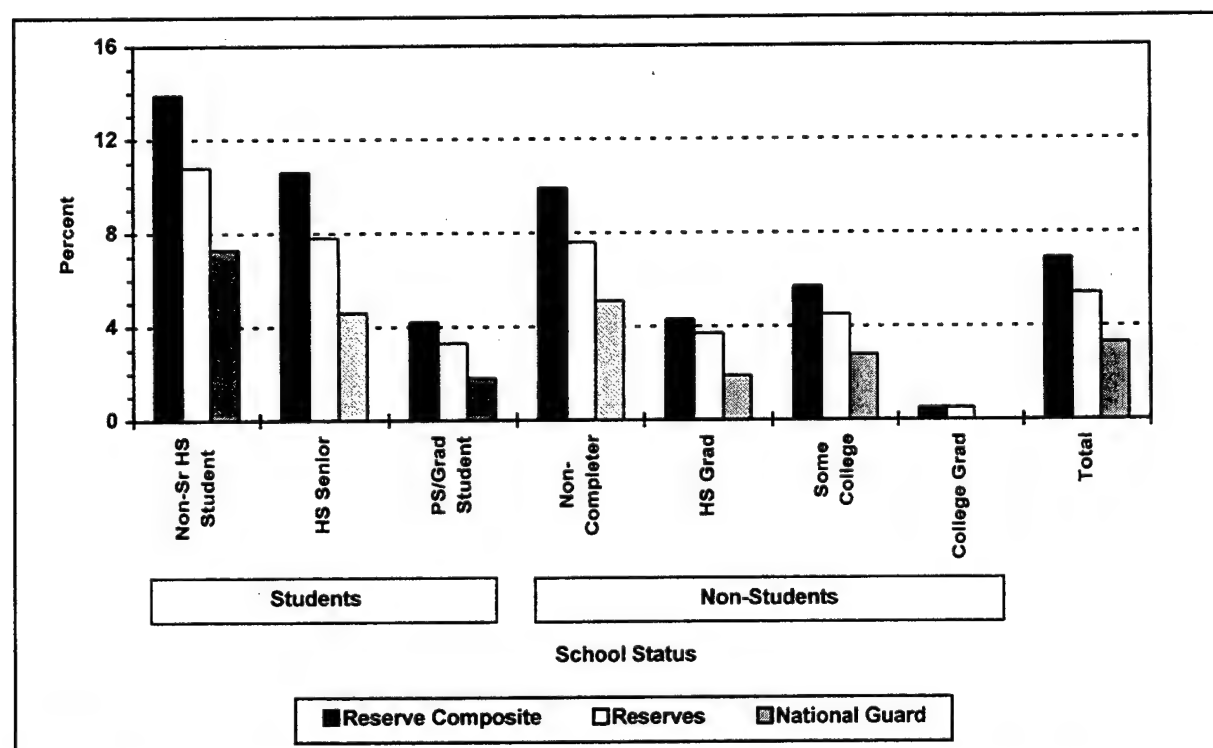


Figure 4-6B. Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by School Status

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the National Guard and Reserves**

**Reserve Propensity by Employment and School Status**

Table 4-7 presents Reserve composite propensity by employment and school status. These data are displayed in Figures 4-7A (males) and 4-7B (females). Propensity is significantly higher among males who are not employed but looking for work (24.4 percent) and lowest among those who are not employed and not looking for work (13.9 percent). Among males who are not employed but looking for work, propensity is highest among high school students (31.2 percent).

As with males, propensity for females is significantly higher among those who are not employed but looking for work (13.6 percent). No significant differences appeared among females who were either employed (5.9 percent) or not employed and not looking for work (4.9 percent). Propensities for several small groups of high school graduates and youth with some college were not presented because too few were interviewed to support reliable estimates.

**Table 4-7. Fall 1997 YATS - Percent Positive Reserve Composite Propensity Among Males and Females, by Employment and School Status**

Employment Status	Males				Total <sup>e</sup>
	High School Students <sup>a</sup>	High School Graduates <sup>b</sup>	Some College <sup>c</sup>	Postsecondary/ Graduate Students <sup>d</sup>	
Employed	24.9 (1.4)	13.0 (1.2)	9.0 (1.9)	9.3 (1.1)	14.8 (0.7)
Not employed, looking	31.2 (2.5)	20.2 (4.8)	14.5 (6.5)	12.6 (2.2)	24.4 (1.8)
Not employed, not looking	17.9 (1.5)	--	--	8.7 (1.6)	13.9 (1.1)
Total	25.0 (1.0)	13.5 (1.2)	9.3 (1.9)	9.5 (0.7)	16.5 (0.7)
Employment Status	Females				Total <sup>j</sup>
	High School Students <sup>f</sup>	High School Graduates <sup>g</sup>	Some College <sup>h</sup>	Postsecondary/ Graduate Students <sup>i</sup>	
Employed	11.0 (1.8)	3.6 (1.1)	5.8 (1.7)	4.0 (0.7)	5.9 (0.6)
Not employed, looking	17.6 (2.0)	6.8 (3.3)	18.4 (9.8)	7.8 (2.1)	13.6 (1.5)
Not employed, not looking	9.0 (1.6)	6.3 (2.8)	--	2.9 (0.8)	4.9 (0.6)
Total	12.4 (1.1)	4.3 (1.0)	5.7 (1.5)	4.2 (0.5)	6.9 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

(--) Indicates cell size is so small that standard error estimate is not reliable.

**Males**

<sup>a</sup>Estimates are based on 2,223 interviews.

<sup>b</sup>Estimates are based on 848 interviews.

<sup>c</sup>Estimates are based on 319 interviews.

<sup>d</sup>Estimates are based on 1,699 interviews.

<sup>e</sup>Estimates are based on 6,050 interviews.

**Females**

<sup>f</sup>Estimates are based on 1,359 interviews.

<sup>g</sup>Estimates are based on 534 interviews.

<sup>h</sup>Estimates are based on 296 interviews.

<sup>i</sup>Estimates are based on 1,370 interviews.

<sup>j</sup>Estimates are based on 4,113 interviews.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q416, Q417, and RPPOSNEG.

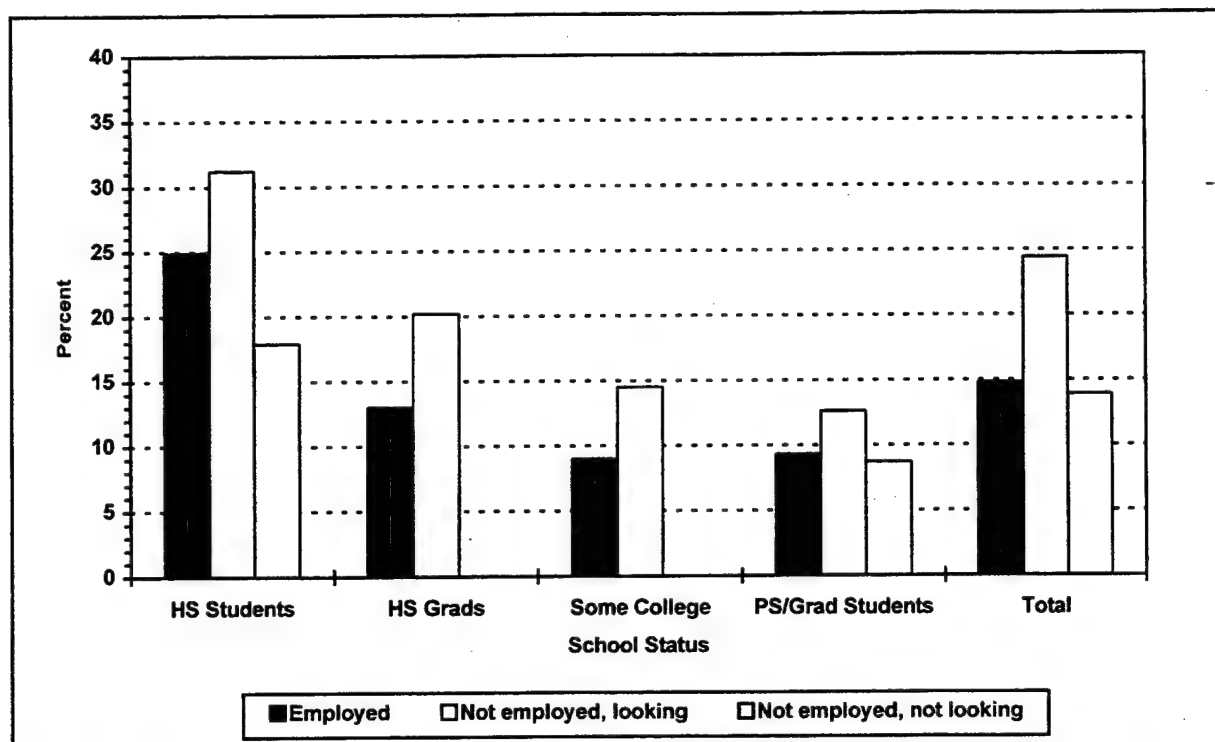


Figure 4-7A. Fall 1997 YATS - Percent Positive Reserve Composite Propensity Among Males, by Employment and School Status

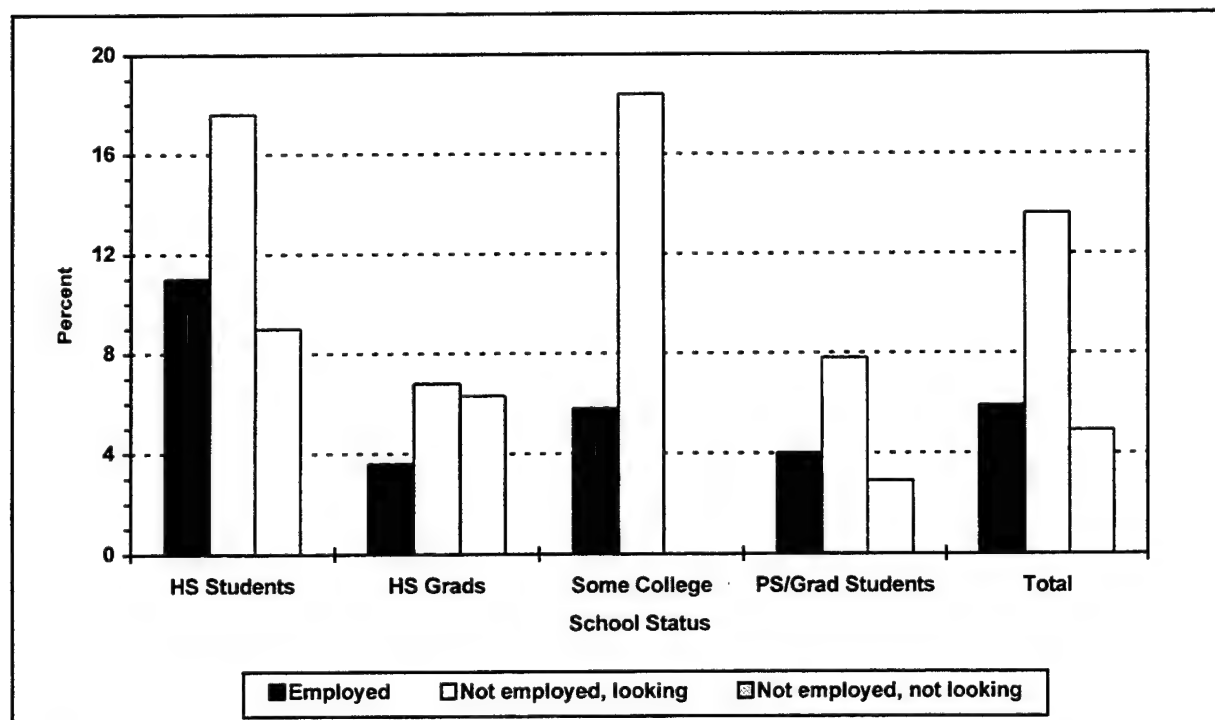


Figure 4-7B. Fall 1997 YATS - Percent Positive Reserve Composite Propensity Among Females, by Employment and School Status

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the National Guard and Reserves**

**Reserve Propensity and Race/Ethnicity**

Table 4-8 and Figures 4-8A and 4-8B present propensity by race/ethnicity and gender. Among males, Reserve composite propensity among Blacks (26 percent) and Hispanics (25.9 percent) is more than twice that found among Whites (12.1 percent). Among females, Reserve composite propensity for Blacks (15.5 percent) and Hispanics (13.1 percent) is more than three times that expressed by Whites (3.3 percent). There is no significant difference in Reserve composite propensity between Blacks and Hispanics among either males or females.

Propensity for the National Guard and Reserves are also significantly higher among Black and Hispanic youth than Whites, for all males and females.

Table 4-8. Fall 1997 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Race/Ethnicity				
Propensity Measure	Males			
	White <sup>a</sup>	Black <sup>b</sup>	Hispanic <sup>c</sup>	Total <sup>d</sup>
<u>Composite</u>				
Active	15.7 (0.6)	32.3 (2.3)	33.8 (1.9)	21.2 (0.6)
Reserve	12.1 (0.6)	26.0 (2.2)	25.9 (2.0)	16.5 (0.7)
<u>National Guard</u>	5.4 (0.3)	14.3 (1.8)	12.5 (1.2)	7.9 (0.4)
<u>Reserves</u>	10.1 (0.5)	22.9 (2.1)	21.4 (1.8)	13.9 (0.6)
Propensity Measure	Females			
	White <sup>e</sup>	Black <sup>f</sup>	Hispanic <sup>g</sup>	Total <sup>h</sup>
<u>Composite</u>				
Active	5.0 (0.4)	15.9 (2.1)	18.2 (2.0)	8.9 (0.5)
Reserve	3.3 (0.3)	15.5 (1.9)	13.1 (1.4)	6.9 (0.5)
<u>National Guard</u>	1.5 (0.2)	7.0 (1.2)	7.3 (1.1)	3.3 (0.3)
<u>Reserves</u>	2.7 (0.2)	11.7 (1.8)	10.3 (1.3)	5.4 (0.4)
Note: Tabled values are percentages with standard errors in parentheses.				
<u>Males</u>		<u>Females</u>		
<sup>a</sup> Estimates are based on 4,227 interviews.		<sup>e</sup> Estimates are based on 2,860 interviews.		
<sup>b</sup> Estimates are based on 584 interviews.		<sup>f</sup> Estimates are based on 459 interviews.		
<sup>c</sup> Estimates are based on 708 interviews.		<sup>g</sup> Estimates are based on 481 interviews.		
<sup>d</sup> Estimates are based on 6,050 interviews.		<sup>h</sup> Estimates are based on 4,113 interviews.		
Source: Q402, APPOSNEG, RPPOSNEG, Q505, Q507, Q714, and Q715.				

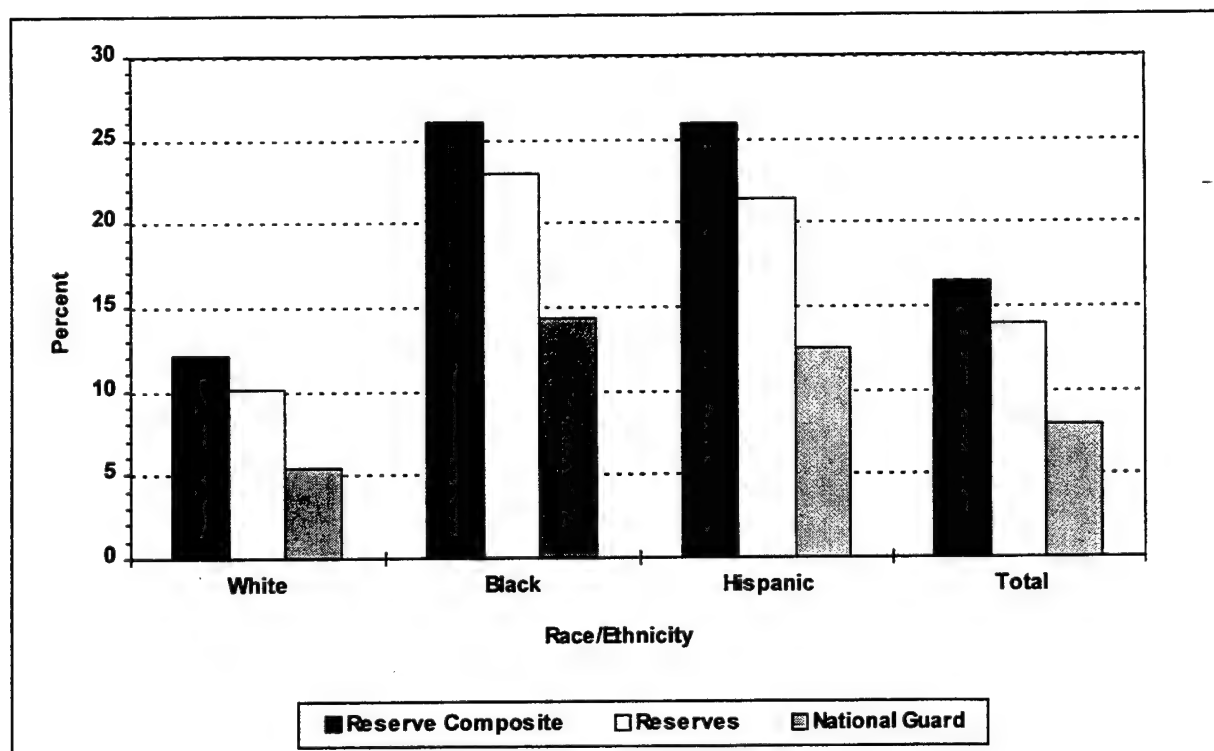


Figure 4-8A. Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by Race/Ethnicity

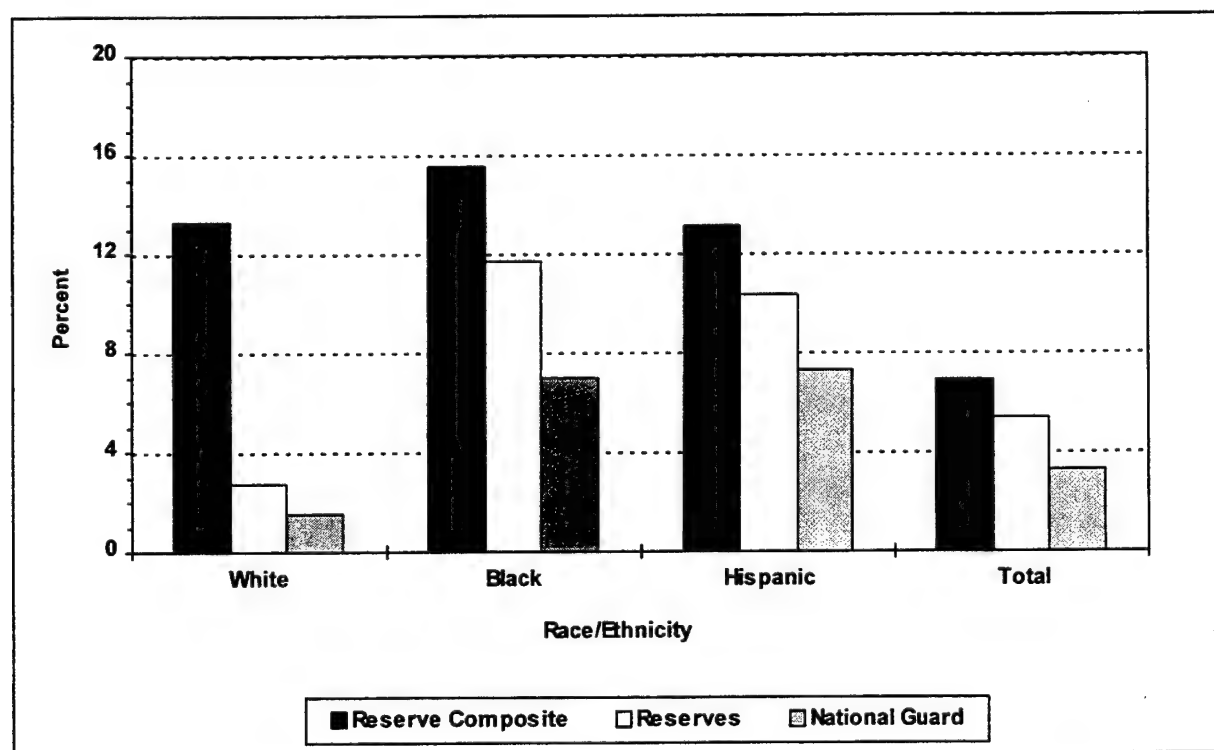


Figure 4-8B. Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by Race/Ethnicity



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Enlistment Propensity for the National Guard and Reserves**

**Reserve Propensity and Region**

Table 4-9 and Figures 4-9A and 4-9B present propensity by region of residence for males and females. Reserve composite propensity is significantly lower for males in the North Central region (13.1 percent) than for males in any other region. A similar propensity pattern is evident for both the Reserves and the National Guard. Males in the Northeast and West show the highest propensity for Reserves while males in the Northeast show the highest propensity for the National Guard.

The pattern among females is quite different. Females from the South express higher levels of Reserve composite and Reserve propensity than those from the North Central and West regions. National Guard propensity among females does not differ significantly from one region to another.

Table 4-9. Fall 1997 YATS - Percent Positive Active and Reserve Composite, and National Guard and Reserve Propensity, by Gender and Region					
Propensity Measure	Males				
	Northeast <sup>a</sup>	North Central <sup>b</sup>	South <sup>c</sup>	West <sup>d</sup>	Total <sup>e</sup>
<u>Composite</u>					
Active	22.5 (1.4)	17.7 (1.0)	21.9 (1.1)	23.5 (1.5)	21.2 (0.6)
Reserve	19.0 (1.6)	13.1 (1.0)	16.3 (0.8)	18.8 (1.3)	16.5 (0.7)
<u>National Guard</u>	9.7 (1.2)	6.1 (0.7)	8.4 (0.6)	8.1 (0.7)	7.9 (0.4)
<u>Reserves</u>	15.5 (1.3)	11.3 (0.9)	14.0 (0.8)	15.6 (1.2)	13.9 (0.6)
Propensity Measure	Females				
	Northeast <sup>f</sup>	North Central <sup>g</sup>	South <sup>h</sup>	West <sup>i</sup>	Total <sup>j</sup>
<u>Composite</u>					
Active	9.9 (1.3)	6.4 (0.7)	9.9 (0.8)	9.0 (1.2)	8.9 (0.5)
Reserve	7.3 (1.0)	5.8 (0.9)	8.3 (0.8)	5.6 (1.0)	6.9 (0.5)
<u>National Guard</u>	3.6 (0.8)	3.3 (0.7)	3.3 (0.5)	3.3 (0.6)	3.3 (0.3)
<u>Reserves</u>	6.4 (0.9)	4.3 (0.7)	6.7 (0.7)	3.7 (0.7)	5.4 (0.4)
Note: Tabled values are percentages with standard errors in parentheses.					
<u>Males</u>			<u>Females</u>		
<sup>a</sup> Estimates are based on 1,064 interviews.			<sup>f</sup> Estimates are based on 684 interviews.		
<sup>b</sup> Estimates are based on 1,579 interviews.			<sup>g</sup> Estimates are based on 955 interviews.		
<sup>c</sup> Estimates are based on 2,068 interviews.			<sup>h</sup> Estimates are based on 1,532 interviews.		
<sup>d</sup> Estimates are based on 1,339 interviews.			<sup>i</sup> Estimates are based on 942 interviews.		
<sup>e</sup> Estimates are based on 6,050 interviews.			<sup>j</sup> Estimates are based on 4,113 interviews.		
Source: Q402, APPOSNEG, RPPOSNEG, Q505, Q507, and REGION.					

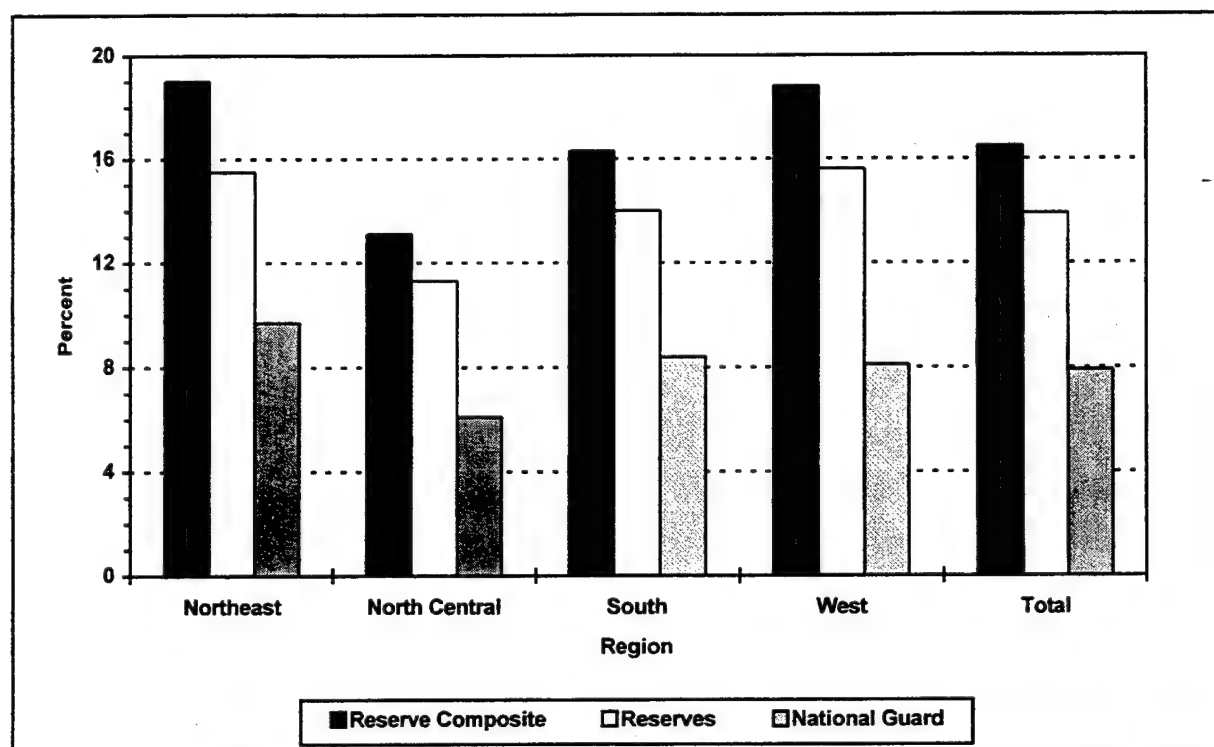


Figure 4-9A. Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Males, by Region

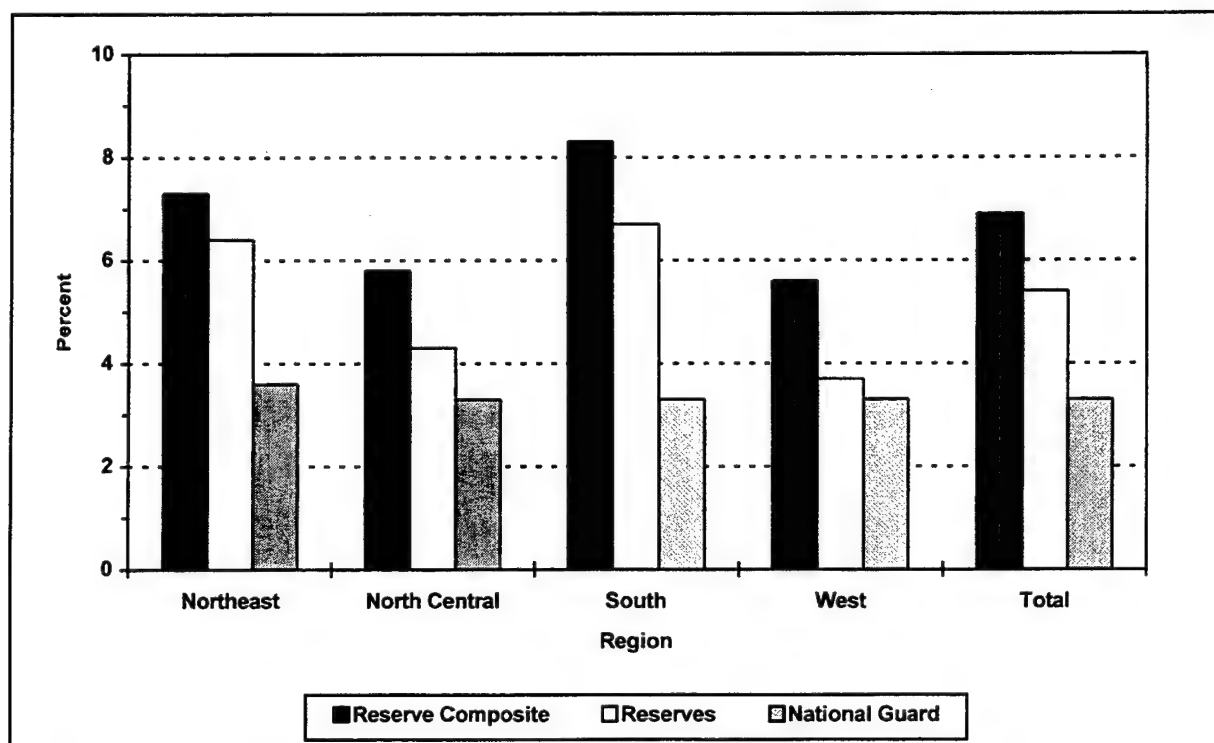


Figure 4-9B. Fall 1997 YATS - Percent Positive Reserve Composite, National Guard and Reserve Propensity Among Females, by Region

## **Summary of Demographic Correlates of Reserve Propensity**

**R**eserve composite propensity among males dropped from about 18 percent 1992 to approximately 16 percent in 1994, and has not changed significantly since 1994. Reserve composite propensity increased among females, from 7 percent in 1993 to over 8 percent in 1995 and 1996, dropped significantly in 1997 to 6.9 percent. Reserve propensity was significantly higher than National Guard propensity for males and females during this period. Among males, Army National Guard propensity has remained consistently higher than Air National Guard propensity. Additionally, propensity for the Army Reserve was consistently highest among the five Reserve components from 1992 to 1997. Just as with males, Army National Guard propensity has remained higher than Air National Guard propensity among females over the past six years.

Among both males and females, Reserve composite propensity decreased as age increased. The negative correlation between propensity and age is most visible among the younger youth (16 - 19 year-olds).

Generally, as the level of education increases among male and female students and non-students, propensity decreases. Propensity is higher among youth who are not employed but looking for work than among those who are working and/or not looking for work. More than 31 percent of male high school students who are unemployed and looking for work expressed positive propensity toward Reserve service compared to 24.9 percent of high school students who are employed.

For males and females, Reserve composite propensity among Blacks and Hispanics is significantly higher than that among Whites. Propensity for the National Guard and Reserves is also higher among Blacks and Hispanics than Whites.

Reserve composite, Reserve, and National Guard propensity is lowest for males in the North Central region. Females from the South express higher levels of Reserve composite and Reserve. However, National Guard propensity among females does not differ significantly from one region to another.

## 5. AWARENESS OF MILITARY ADVERTISING

In the 25 years since the institution of the All-Volunteer Force, researchers have debated whether advertising for the military Services should be viewed the same as for any commercial product or service. What is not debated is the purpose of this advertising: to positively influence the knowledge, attitudes, and behaviors of American youth, and persuade them to enlist in the U.S. Armed Forces. The advertising is specifically designed to recruit young men and women who possess special characteristics which are required of soldiers, sailors, airmen, and Marines. Military advertisements are either "paid" advertisements which are funded by recruiting budgets within the Services or "unpaid" Public Service Announcements (PSAs). Programming time for PSAs is provided free of charge as a form of public service based on national interest surrounding military service.

The YATS survey asks a series of questions related to military advertising. The results from these questions provide feedback to the Services on the effect of their advertising campaigns on military-eligible youth. Two questions in the YATS survey measure "unaided" advertising awareness. All YATS respondents are initially asked:

*Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?*

If the respondent acknowledges seeing or hearing military advertising, the interviewer asks the respondent to focus in on this exposure:

*For which Military Services did you see this kind of advertising?*

Since respondents were asked to recall specific Service advertising without first being presented a list of Services, these two questions are considered measures of "unaided" advertising awareness. This chapter presents historical trends in advertising awareness from the 1993 to 1997 YATS administrations, followed by more detailed findings from the 1997 study.

### Historical Trends in Advertising Awareness

Table 5-1 and Figure 5-1A present patterns of unaided advertising awareness for 1993 to 1997. The table includes results of significance testing comparing estimates from each of the earlier years with those for 1997. An asterisk (\*) identifies estimates that are statistically different from the 1997 estimate. For example, among males, the percentages who recalled military advertising in 1993 (84.9 percent) and 1994 (85.0 percent) were significantly less than the percentage of

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
***Awareness of Military Advertising***

---

males who recalled advertising in 1997 (87.4 percent). Thus, after a significant increase in advertising awareness among males in 1995, awareness appears to have remained stable since. Among females, in contrast, the change in awareness from 1993 (85.2 percent) to 1997 (86.7 percent) is not significant. Unaided advertising awareness does not significantly differ between males and females in 1997 (87.4 percent for males compared to 86.7 percent for females).

The percentages of males and females recalling advertising for specific Services is also displayed in Table 5-1, and in Figures 5-1B (males) and 5-1C (females). Overall, significantly more males than females recalled advertising for each of the military Services between 1993 to 1997, although approximately the same percentage of males and females recalled Army advertising in 1993 and 1994. Figures 5-1B and 5-1C show significant differences in Service-specific advertising recall by both males and females. Advertising awareness was highest for Army advertising, followed by advertising for the Marine Corps. Recall was lowest for Coast Guard advertising. Recall levels appeared to be lower in 1997 for all Services, but this decline was significant in only four instances. Among males, unaided advertising recall for the Air Force was at the lowest level (33.6 percent) of any of the years examined. Coast Guard advertising recall was also lower (10.3 percent) than the prior two years (13.1 percent in 1995 and 11.5 percent in 1996). Recall of Air Force advertising exhibited the same pattern among females as it did among males, as the 22.8 percent of females reporting unaided recall was the lowest level in the period examined. Finally, recall by females of Navy advertising also declined from 1996 levels (32.9 percent in 1997 vs. 35.7 percent in 1996).

It is not surprising that recall of military advertising is generally higher among men than women. Males remain the primary recruiting target for the military Services, and advertising is targeted accordingly (i.e., focusing on male-oriented media such as sports magazines and programs). For example, Army and Marine Corps advertisements are featured prominently during television coverage of the NFL playoffs, the baseball World Series, the NCAA men's basketball tournament, and the NBA Finals. All this results in males receiving more exposure to Service advertising than do females.

The decline in women's awareness of Navy advertising is also consistent with recent shifts in advertising emphasis. Advertising strategy is adjusted in concert with recruiting requirements and the Navy has been attracting sufficient women without advertising targeted to women. The Navy is directing its advertising to the larger, male-oriented market.

Table 5-1. Fall 1997 YATS - Unaided Advertising Awareness, by Gender, 1993-1997

	Year				
	1993 <sup>a</sup>	1994 <sup>b</sup>	1995 <sup>c</sup>	1996 <sup>d</sup>	1997 <sup>e</sup>
<b>Males</b>					
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	84.9 (0.5)*	85.0 (0.6)*	87.8 (0.4)	87.1 (0.5)	87.4 (0.5)
If yes, for which Military Services did you see this kind of advertising?					
Army	70.5 (0.8)*	70.7 (0.8)*	77.2 (0.6)*	75.6 (0.7)	74.7 (0.7)
Navy	39.4 (0.9)*	40.5 (0.9)*	43.5 (0.7)	46.1 (0.6)	44.9 (0.7)
Marine Corps	52.8 (1.1)	52.5 (0.8)	52.8 (0.7)	53.3 (0.6)	52.4 (0.7)
Air Force	40.3 (0.9)*	38.1 (0.8)*	39.0 (0.6)*	38.4 (0.7)*	33.6 (0.6)
Coast Guard	11.2 (0.5)	10.4 (0.5)	13.1 (0.5)*	11.5 (0.4)*	10.3 (0.4)
<b>Females</b>					
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	85.2 (1.2)	85.0 (0.9)	86.1 (0.7)	87.7 (0.7)	86.7 (0.8)
If yes, for which Military Services did you see this kind of advertising?					
Army	69.4 (1.6)	69.0 (1.2)	72.4 (0.9)	73.2 (0.8)	71.8 (1.0)
Navy	30.0 (1.3)	31.4 (1.0)	34.4 (0.9)	35.7 (1.0)*	32.9 (0.8)
Marine Corps	44.2 (1.6)	41.9 (1.0)	39.0 (0.8)	41.7 (1.0)	40.7 (1.0)
Air Force	29.9 (1.2)*	28.3 (0.9)*	28.5 (0.8)*	29.7 (0.8)*	22.8 (0.8)
Coast Guard	6.0 (0.5)	6.8 (0.6)	7.8 (0.5)*	7.0 (0.5)	5.8 (0.4)
Note: Tabled values are percentages with standard errors in parentheses.					
<sup>a</sup> Estimates are based on 3,390 interviews for males and 1,811 for females.					
<sup>b</sup> Estimates are based on 4,231 interviews for males and 2,303 for females.					
<sup>c</sup> Estimates are based on 7,060 interviews for males and 3,723 for females.					
<sup>d</sup> Estimates are based on 6,405 interviews for males and 3,798 for females.					
<sup>e</sup> Estimates are based on 6,050 interviews for males and 4,113 for females.					
*Difference between this year's and 1997 estimate was statistically significant at the p=.05 level.					
Source: Q402, Q616B, and Q617F.					

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

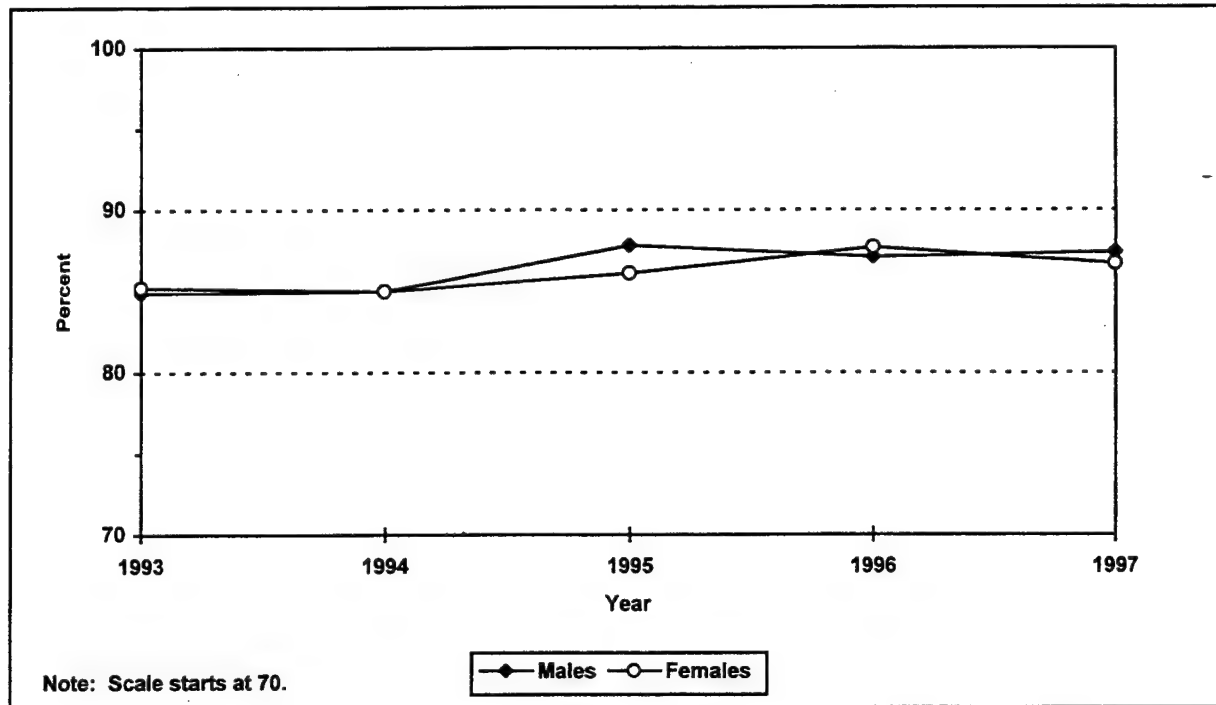


Figure 5-1A. Fall 1997 YATS - Unaided Advertising Awareness, by Gender, 1993-1997

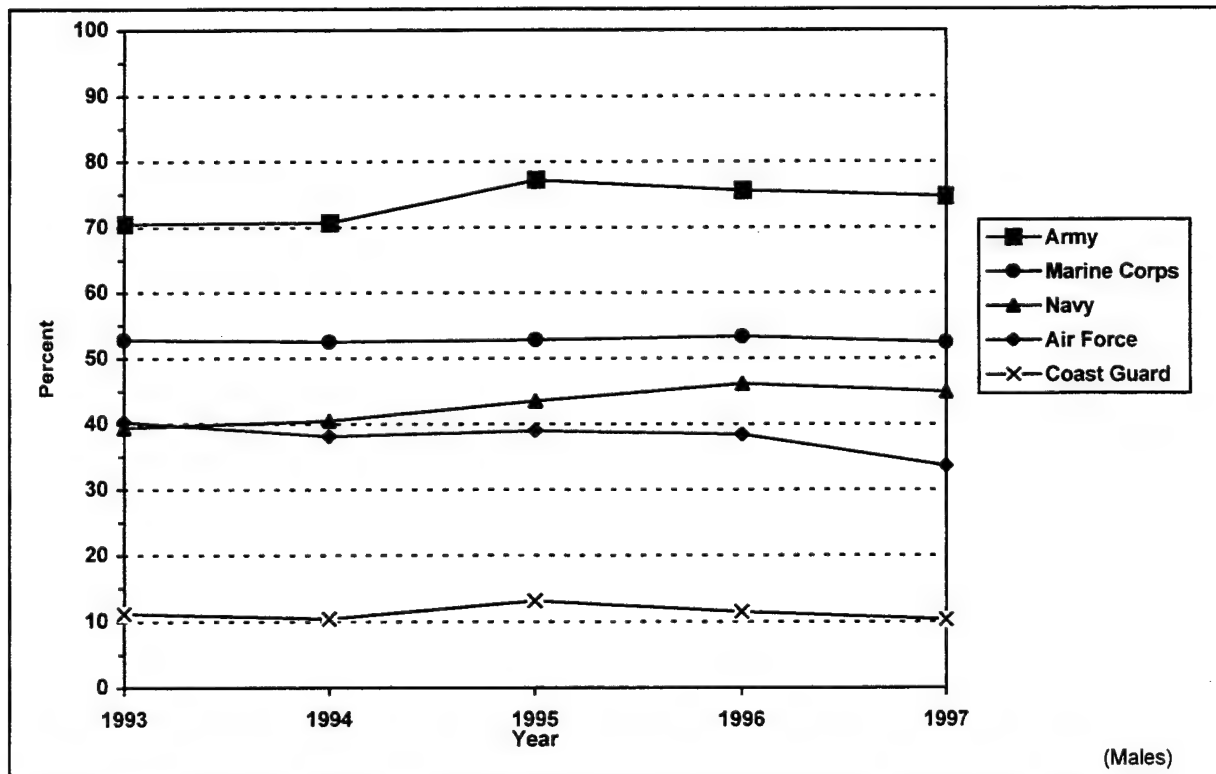


Figure 5-1B. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, 1993-1997

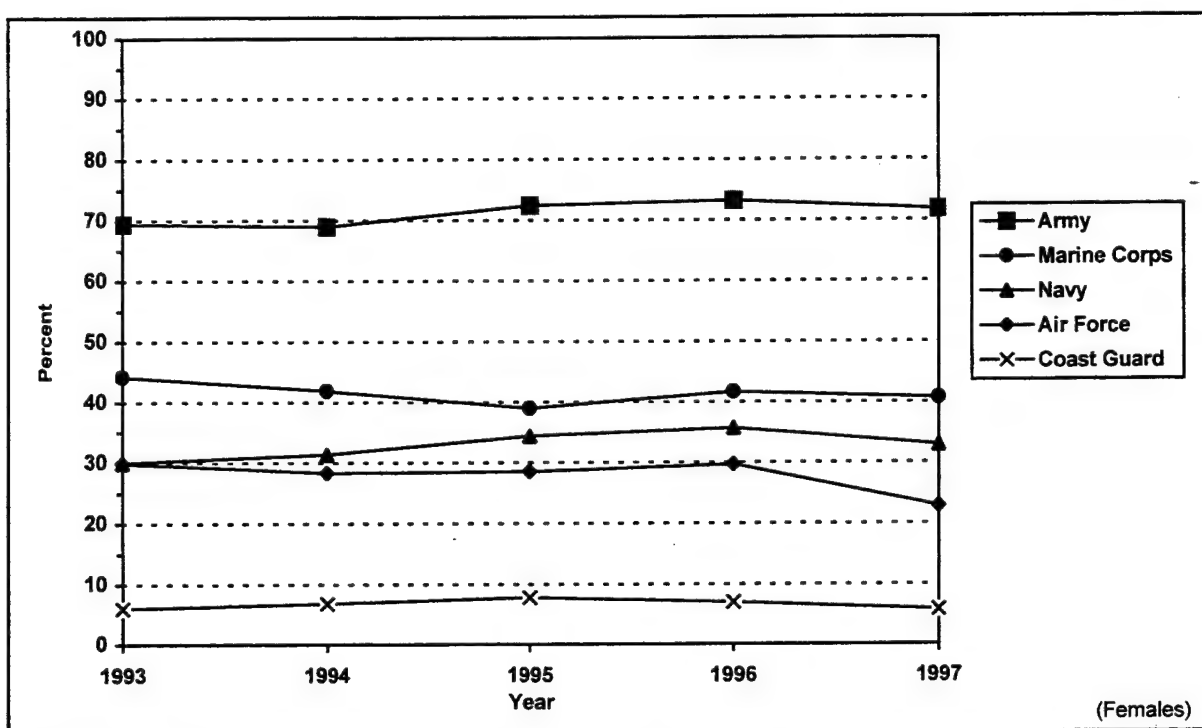


Figure 5-1C. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, 1993-1997

YATS also obtains feedback on the Joint Recruiting Advertising Program (JRAP), which is responsible for television and print campaigns naming all Services in each advertisement. The survey asks all respondents the following question:

*Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?*

Unlike the previous two questions analyzed, this question is considered “aided,” as the interviewer specifically asks the respondent about JRAP or Joint Service advertising. Since the difference between aided and unaided responses can present methodological issues, analysts should not directly compare results between Joint Service recall and Service-specific recall.

Table 5-2 and Figure 5-2 present findings on Joint Service advertising recall from 1993 to 1997. Aided recall of Joint Service advertising was significantly higher among males than females between 1993 and 1996, although the difference between males and females decreased from 4.2 points in 1993 to 2.8 points in 1996. Recall of Joint Service advertising in 1997 was significantly lower than in each of the preceding four years for both males (18.0 percent) and females (17.0 percent). However, the difference between males and females in 1997 was not significant.



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

Table 5-2. Fall 1997 YATS - Unaided Advertising Awareness (Joint Service), by Gender, 1993-1997

	Year				
	1993 <sup>a</sup>	1994 <sup>b</sup>	1995 <sup>c</sup>	1996 <sup>d</sup>	1997 <sup>e</sup>
<b>Males</b>					
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	29.7 (0.8)*	23.6 (0.7)*	25.4 (0.6)*	22.7 (0.6)*	18.0 (0.5)
<b>Females</b>					
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	25.5 (1.3)*	20.2 (1.2)*	21.3 (0.9)*	19.9 (0.6)*	17.0 (0.6)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 3,390 interviews for males and 1,811 for females.

<sup>b</sup>Estimates are based on 4,231 interviews for males and 2,303 for females.

<sup>c</sup>Estimates are based on 7,060 interviews for males and 3,723 for females.

<sup>d</sup>Estimates are based on 6,405 interviews for males and 3,798 for females.

<sup>e</sup>Estimates are based on 6,050 interviews for males and 4,113 for females.

\*Difference between this year's and 1997 estimate was statistically significant at the p=.05 level.

Source: Q402, Q616B, Q617F, and Q608.

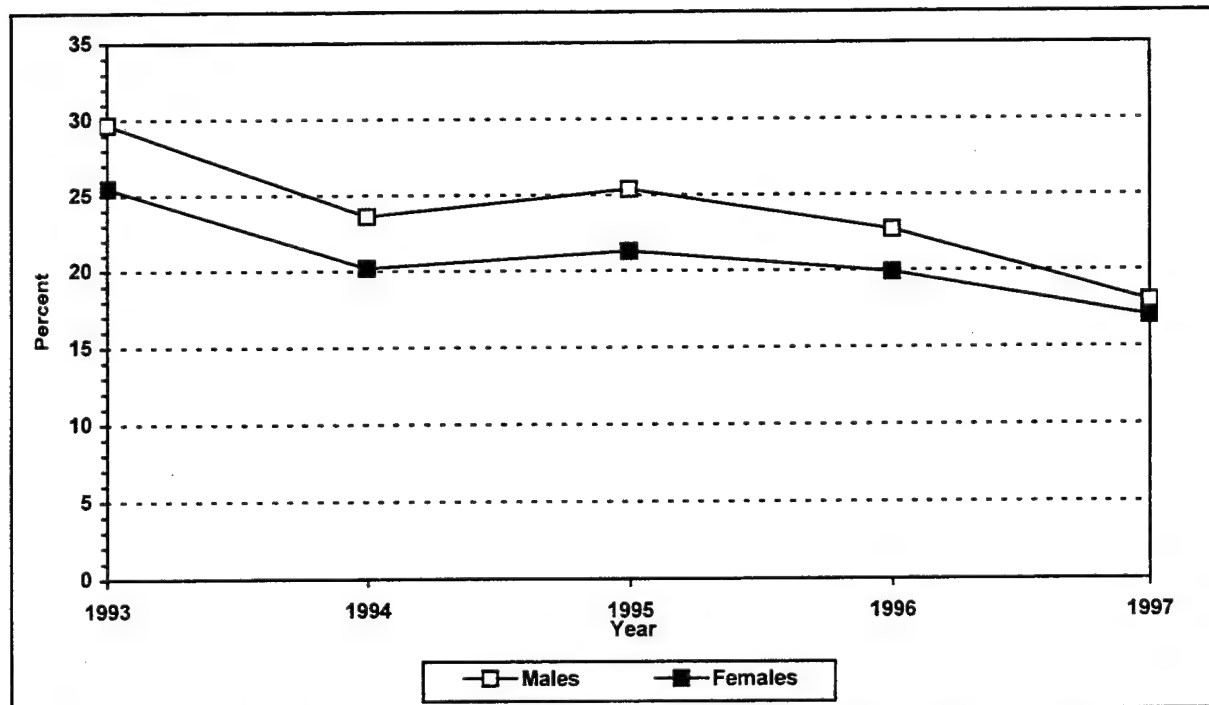


Figure 5-2. Fall 1997 YATS - Unaided Advertising Awareness (Joint Service), by Gender, 1993-1997

The decline in awareness of JRAP advertising is consistent with advertising activity. Joint advertising had a significant presence on television prior to 1993; advertising awareness dropped off following its termination. JRAP aired some television advertising in the Summers of 1995 and 1996. Although the 1995 and 1996 advertising was not at the pre-1993 levels, it was apparently sufficient to sustain some awareness. Because of funding cuts, there was no JRAP advertising in 1997, and advertising awareness is declining.

### **Advertising Awareness Among Youth: 1997**

#### **1997 Inter-Service Differences in Advertising Awareness**

Tables 5-3 and 5-4 present 1997 results of advertising awareness among males and females, respectively. As noted above, there was no significant difference in overall unaided recall between males and females, but significantly more males than females recalled specific Service advertising in 1997. Army advertising had the highest recall levels, followed by recall of Marine Corps advertising. Recall was lowest for the Coast Guard regardless of gender. Recall of Air Force advertising was lower than of Army, Navy or Marine Corps advertising for men and women. Males and females were similar in recall of Joint Service advertising in 1997.

Inter-Service differences in advertising recall may be due to a wide variety of factors, including funding, media selection, audiences targeted, or messages portrayed in advertising. Public perceptions of and attitudes toward the different Services may also influence awareness independent of advertising effort.

#### **Sociodemographic Correlates of Advertising Recall**

This section presents the relationship of advertising recall by gender to five different sociodemographic factors--age, school status, employment status, race/ethnicity, and region of residence. The effect of these factors on advertising awareness is small, compared to inter-Service differences in awareness. Annotations within the tables show statistically significant differences between groups.

**Advertising Recall and Age.** Table 5-3 and Figures 5-3A and 5-3B present advertising awareness among males by age. (The table presents data by four age groups, and the figures present data by single year of age.) General advertising awareness was stable among males across the four age groups, but significant differences between age groups did exist in recall of Service-specific advertising. Awareness of Air Force and Coast Guard advertising was significantly lower among 16-17 year-olds than the three older groups. There were no significant differences between age groups in recall of Army and Navy advertising. Awareness of Joint Service advertising was lower among 16-17 year-olds (15.5 percent) and 18-19 year-olds (17.0 percent) than among 22-24 year-olds (20.4 percent).

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

**Table 5-3. Fall 1997 YATS - Unaided Advertising Awareness Among Males, by Age**

	Age				Total <sup>e</sup>
	16 - 17 Year-Olds <sup>a</sup>	18 - 19 Year-Olds <sup>b</sup>	20 - 21 Year-Olds <sup>c</sup>	22 - 24 Year-Olds <sup>d</sup>	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	87.2 (0.7)	87.1 (1.1)	87.4 (1.1)	87.5 (0.9)	87.4 (0.5)
If yes, for which Military Services did you see this kind of advertising?					
Army	74.6 (1.1)	76.4 (1.3)	74.3 (1.5)	73.9 (1.1)	74.7 (0.7)
Navy	44.2 (1.2)	46.0 (1.6)	45.7 (1.7)	44.0 (1.1)	44.9 (0.7)
Marine Corps	49.5 (1.1) <sup>#</sup>	52.6 (1.4)	54.8 (1.5)	52.9 (1.5)	52.4 (0.7)
Air Force	27.8 (1.3) <sup>*##+</sup>	34.0 (1.4)	36.0 (1.6)	36.5 (1.4)	33.6 (0.6)
Coast Guard	7.5 (0.6) <sup>*##+</sup>	10.7 (0.9)	10.8 (0.9)	12.0 (1.1)	10.3 (0.4)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	15.5 (0.9) <sup>+</sup>	17.0 (1.1) <sup>&amp;</sup>	18.3 (1.2)	20.4 (1.0)	18.0 (0.5)
Note: Tabled values are percentages with standard errors in parentheses.					
<sup>a</sup> Estimates are based on 2,047 interviews with 16-17 year-olds.					
<sup>b</sup> Estimates are based on 1,430 interviews with 18-19 year-olds.					
<sup>c</sup> Estimates are based on 1,177 interviews with 20-21 year-olds.					
<sup>d</sup> Estimates are based on 1,396 interviews with 22-24 year-olds.					
<sup>e</sup> Estimates are based on 6,050 interviews.					
*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.					
#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.					
+Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.					
&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.					
Source: Q402, CALCAGE, Q616B, Q617F, and Q608.					

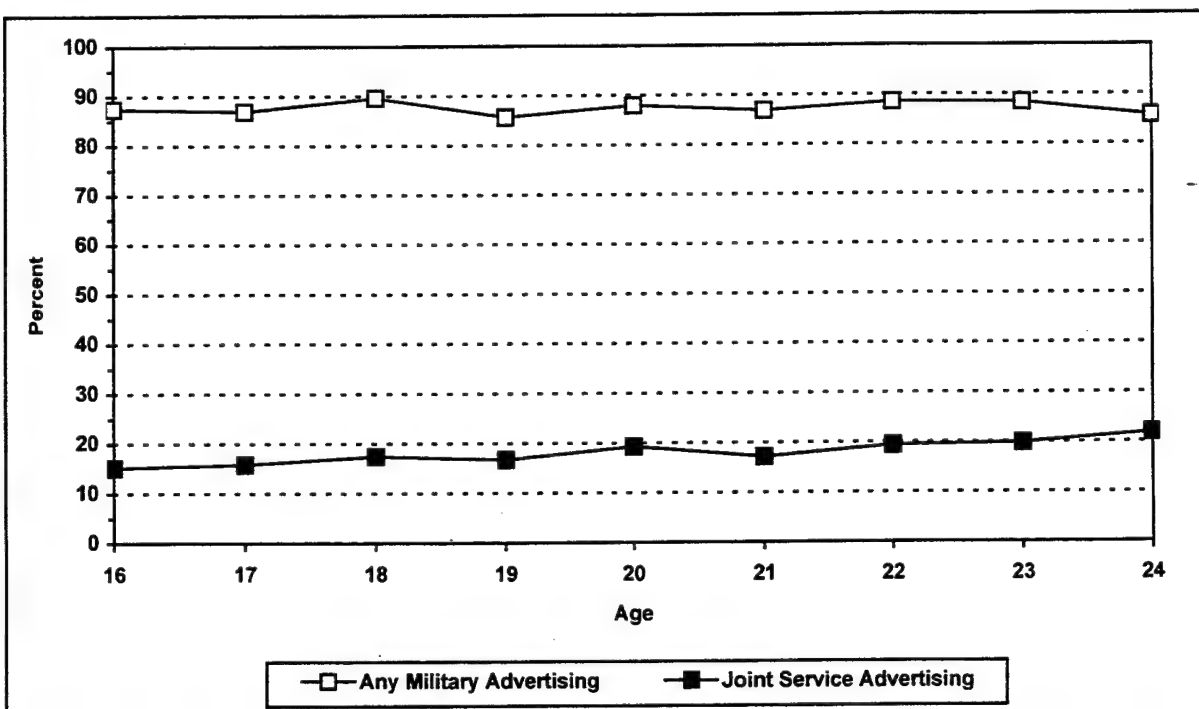


Figure 5-3A. Fall 1997 YATS - Unaided Advertising Awareness Among Males, by Single Year of Age

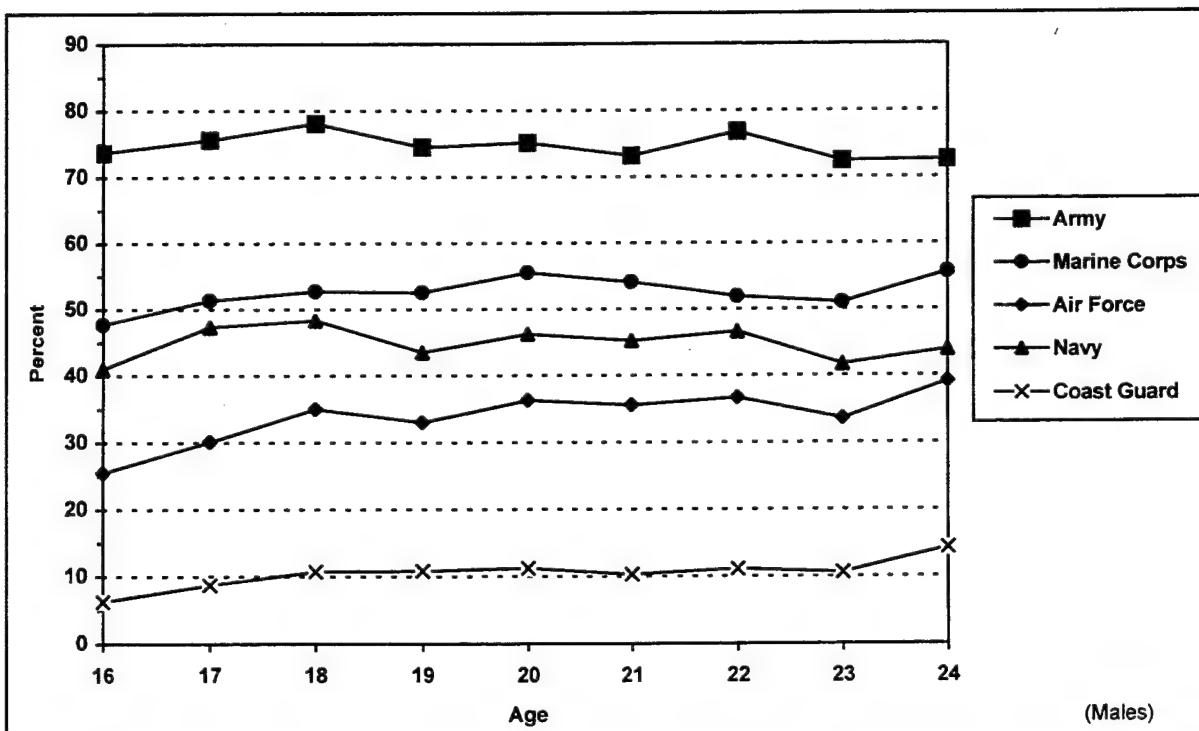


Figure 5-3B. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Single Year of Age

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

Table 5-4 and Figures 5-4A and 5-4B present advertising awareness among females by age. Recall of Army, Air Force, and Marine Corps advertising by 16-17 year-old females was lower than that reported by the other age groups. Recall of Marine Corps advertising increased with age. The Coast Guard was the only Service for which no significant differences in recall existed between age groups. Recall of Joint Service advertising exhibited a different pattern among females than was shown by males. Awareness of Joint Service advertising was significantly lower among 20-21 year old females (13.8 percent) than among 16-17 year-old (16.9 percent) and 22-24 year-old females (19.7 percent). Awareness among this latter group was also higher than that of 18-19 year-old females (16.4 percent).

Table 5-4. Fall 1997 YATS - Unaided Advertising Awareness Among Females, by Age					
	Age				Total <sup>e</sup>
	16 - 17 Year-Olds <sup>a</sup>	18 - 19 Year-Olds <sup>b</sup>	20 - 21 Year-Olds <sup>c</sup>	22 - 24 Year-Olds <sup>d</sup>	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?	86.1 (1.2)	85.0 (1.5)	87.2 (1.4)	88.2 (1.3)	86.7 (0.8)
If yes, for which Military Services did you see this kind of advertising?					
Army	68.8 (1.6) <sup>#</sup>	72.4 (1.6)	73.8 (1.7)	72.3 (1.7)	71.8 (1.0)
Navy	35.8 (1.6) <sup>+</sup>	34.3 (1.7) <sup>&amp;</sup>	34.0 (1.9) <sup>^</sup>	29.1 (1.5)	32.9 (0.8)
Marine Corps	33.6 (1.4) <sup>*#+</sup>	38.1 (1.8) <sup>@&amp;</sup>	43.3 (1.8)	46.0 (2.1)	40.7 (1.0)
Air Force	20.4 (1.2) <sup>+</sup>	23.3 (1.5)	21.9 (1.6)	24.7 (1.7)	22.8 (0.8)
Coast Guard	6.3 (0.7)	5.9 (0.9)	4.5 (0.8)	6.3 (0.9)	5.8 (0.4)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?	16.9 (1.0) <sup>#</sup>	16.4 (1.2) <sup>&amp;</sup>	13.8 (1.2) <sup>^</sup>	19.7 (1.1)	17.0 (0.6)
Note: Tabled values are percentages with standard errors in parentheses.					
<sup>a</sup> Estimates are based on 1,331 interviews with 16-17 year-olds.					
<sup>b</sup> Estimates are based on 948 interviews with 18-19 year-olds.					
<sup>c</sup> Estimates are based on 839 interviews with 20-21 year-olds.					
<sup>d</sup> Estimates are based on 995 interviews with 22-24 year-olds.					
<sup>e</sup> Estimates are based on 4,113 interviews.					
*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.					
<sup>#</sup> Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.					
<sup>+</sup> Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.					
<sup>@</sup> Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.					
<sup>&amp;</sup> Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.					
<sup>^</sup> Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.					
Source: Q402, CALCAGE, Q616B, Q617F, and Q608.					

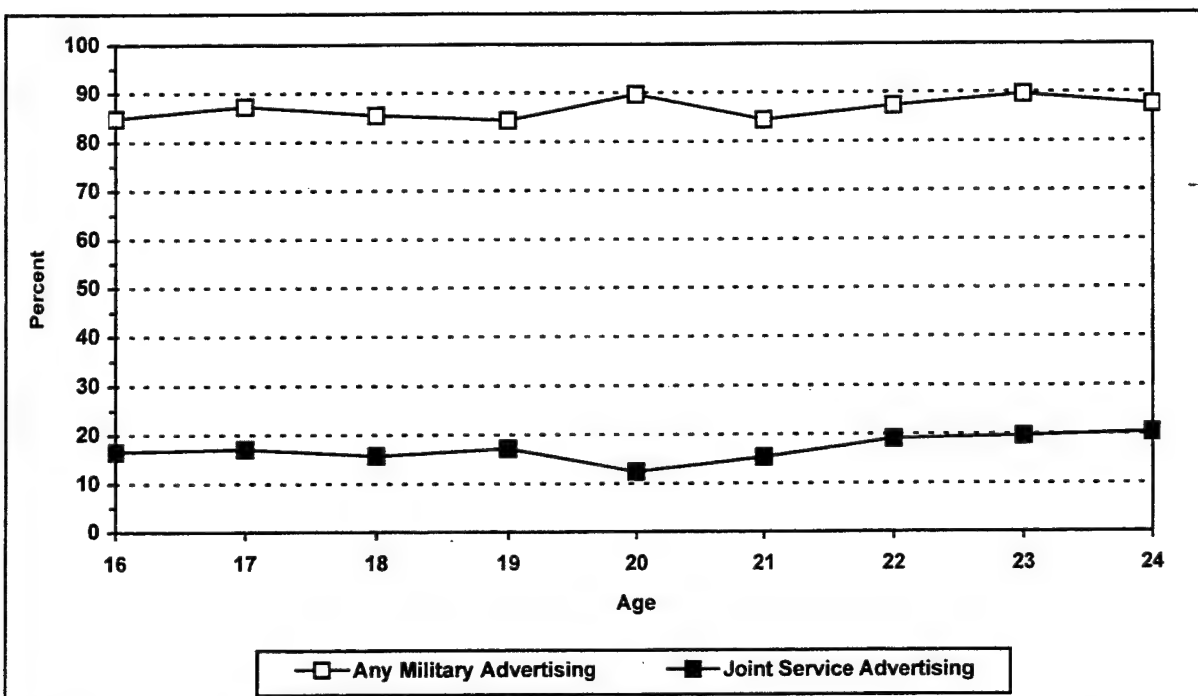


Figure 5-4A. Fall 1997 YATS - Unaided Advertising Awareness Among Females, by Single Year of Age

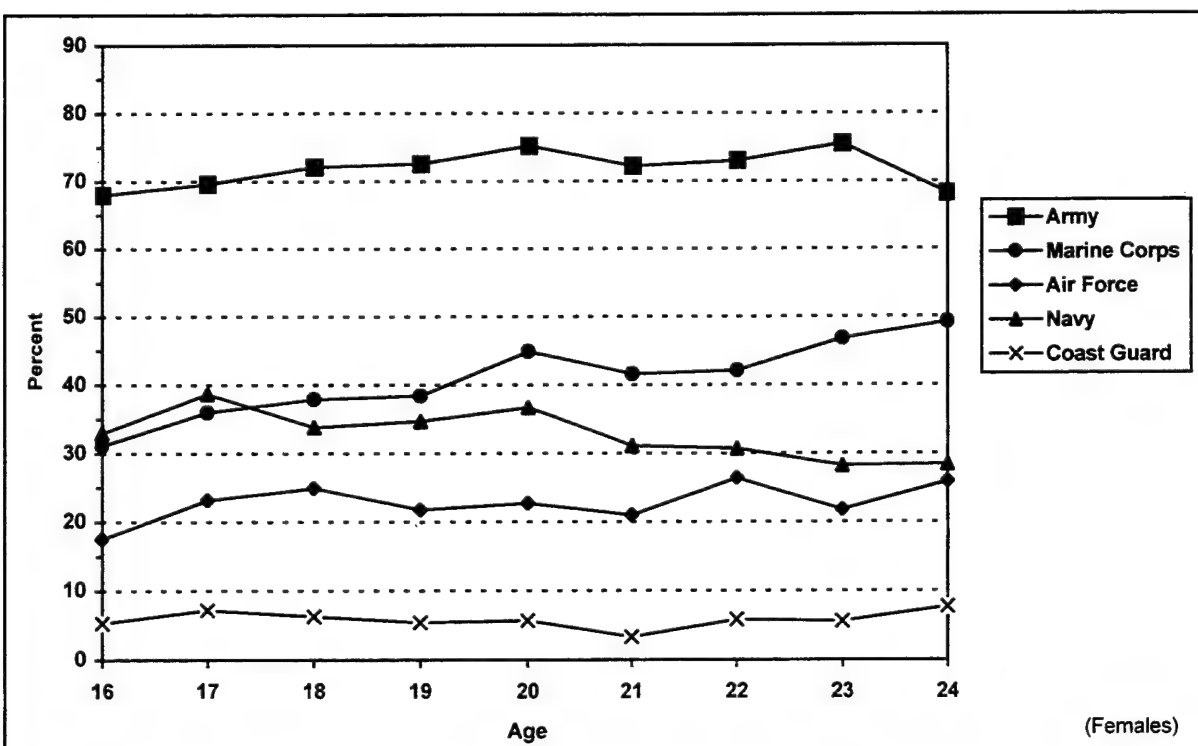


Figure 5-4B. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Single Year of Age

**Advertising Recall and School Status.** Table 5-5 and Figure 5-5A present awareness of military advertising by school status and gender. Figure 5-5B (males) and Figure 5-5C (females) present findings for recall of specific Service advertising by school status. Figure 5-5A shows a distinct relationship between general advertising recall and school status: for both males and females, and for both youth currently in school (students) and those no longer in school (non-students), advertising recall increased as the level of educational achievement increased.

Recruiting policy may, in part, account for this clear relationship between educational achievement and advertising awareness. The Services seek high-aptitude recruits who learn quickly and are likely to perform better on the job. Recruiters' efforts to attract high-aptitude individuals may increase the awareness of these people to military advertising. Logically, high aptitude individuals are also most likely to have more schooling. Thus, a positive relationship between advertising awareness, educational achievement, and recruiter interest is to be expected.

Contact by Service recruiters may also explain the relationship between age and awareness of advertising for specific Services. Recruiters tend to focus their efforts on high school seniors and high school graduates. Younger (i.e., 16-17 year-old) youth are not yet eligible for enlistment, and thus have comparatively little contact with recruiters. If recruiter contact increases sensitivity to recruiting advertising, one would expect the younger respondents to be less aware of recruiting advertising.

Table 5-5. Fall 1997 YATS - Unaided Advertising Awareness, by School Status and Gender

		Males <sup>a</sup>	Females <sup>b</sup>
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?			
	Non-Completer	78.8 (1.5)	72.2 (3.5)
	High School Graduate	87.5 (1.2)	85.1 (1.5)
	Some College	91.4 (1.8)	90.1 (2.1)
	College Graduate	93.3 (1.9)	91.5 (2.1)
	Non-Senior High School Student	84.9 (1.1)	83.4 (1.7)
	High School Senior	89.3 (1.0)	88.6 (1.7)
	Postsecondary/Graduate Student	91.8 (0.9)	92.1 (0.8)
If yes, for which Military Services did you see this kind of advertising?			
<u>Army</u>	Non-Completer	65.2 (1.9)	56.4 (3.1)
	High School Graduate	74.6 (1.5)	71.3 (2.4)
	Some College	78.5 (2.3)	76.9 (2.9)
	College Graduate	79.5 (2.9)	75.9 (2.7)
	Non-Senior High School Student	71.7 (1.3)	65.9 (2.0)
	High School Senior	77.0 (1.6)	72.0 (2.3)
	Postsecondary/Graduate Student	80.2 (1.1)	78.2 (1.2)
<u>Navy</u>	Non-Completer	36.4 (1.8)	24.0 (2.2)
	High School Graduate	44.1 (1.9)	28.5 (1.8)
	Some College	47.8 (2.5)	35.4 (2.7)
	College Graduate	52.4 (4.0)	35.2 (3.1)
	Non-Senior High School Student	40.7 (1.5)	32.4 (2.1)
	High School Senior	46.8 (2.0)	40.0 (2.4)
	Postsecondary/Graduate Student	50.9 (1.3)	35.3 (1.3)
<u>Marine Corps</u>	Non-Completer	44.3 (1.6)	31.0 (3.1)
	High School Graduate	50.1 (2.1)	40.3 (2.5)
	Some College	59.6 (3.3)	47.5 (3.2)
	College Graduate	61.6 (4.3)	48.0 (4.1)
	Non-Senior High School Student	45.3 (1.4)	29.2 (1.6)
	High School Senior	53.9 (1.9)	37.7 (2.0)
	Postsecondary/Graduate Student	59.9 (1.2)	47.7 (1.6)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 6,050 interviews for males.

<sup>b</sup>Estimates are based on 4,113 interviews for females.

Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q616B, Q617F, and Q608.



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

**Table 5-5. Fall 1997 YATS - Unaided Advertising Awareness, by School Status and Gender (continued)**

		Males <sup>a</sup>		Females <sup>b</sup>	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?					
	Non-Completer	78.8	(1.5)	72.2	(3.5)
	High School Graduate	87.5	(1.2)	85.1	(1.5)
	Some College	91.4	(1.8)	90.1	(2.1)
	College Graduate	93.3	(1.9)	91.5	(2.1)
	Non-Senior High School Student	84.9	(1.1)	83.4	(1.7)
	High School Senior	89.3	(1.0)	88.6	(1.7)
	Postsecondary/Graduate Student	91.8	(0.9)	92.1	(0.8)
If yes, for which Military Services did you see this kind of advertising?					
<u>Air Force</u>	Non-Completer	29.6	(1.9)	18.0	(2.2)
	High School Graduate	34.7	(1.6)	23.1	(2.2)
	Some College	39.7	(2.6)	23.8	(2.7)
	College Graduate	41.0	(3.2)	30.7	(3.8)
	Non-Senior High School Student	24.8	(1.3)	16.7	(1.3)
	High School Senior	32.3	(1.9)	24.7	(2.1)
	Postsecondary/Graduate Student	39.4	(1.4)	25.0	(1.3)
<u>Coast Guard</u>	Non-Completer	9.1	(1.1)	4.3	(1.1)
	High School Graduate	9.1	(1.0)	6.0	(1.1)
	Some College	14.1	(2.5)	8.2	(1.6)
	College Graduate	16.2	(3.0)	6.4	(1.9)
	Non-Senior High School Student	6.8	(0.8)	3.8	(0.7)
	High School Senior	8.0	(1.1)	8.2	(1.2)
	Postsecondary/Graduate Student	13.6	(0.9)	5.6	(0.6)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?					
	Non-Completer	18.1	(1.7)	11.9	(1.8)
	High School Graduate	17.1	(1.2)	14.7	(1.4)
	Some College	20.7	(2.7)	21.6	(2.6)
	College Graduate	21.4	(3.1)	22.8	(2.9)
	Non-Senior High School Student	15.5	(1.2)	16.0	(1.4)
	High School Senior	16.0	(1.3)	16.9	(1.6)
	Postsecondary/Graduate Student	19.6	(1.0)	18.5	(1.1)
Note: Tabled values are percentages with standard errors in parentheses.					
<sup>a</sup> Estimates are based on 6,050 interviews for males.					
<sup>b</sup> Estimates are based on 4,113 interviews for females.					
Source: Q402, Q404A, Q407, Q408C, SCHOOLST, Q616B, Q617F, and Q608.					

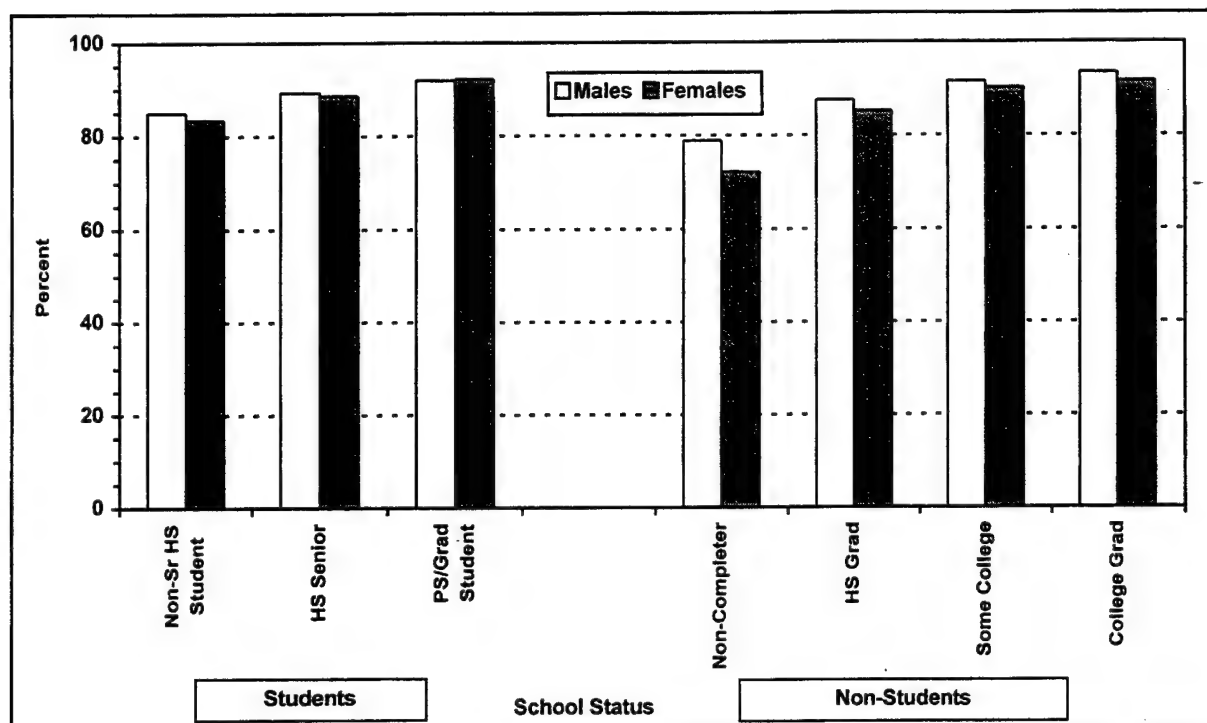


Figure 5-5A. Fall 1997 YATS - Unaided Advertising Awareness, by School Status and Gender

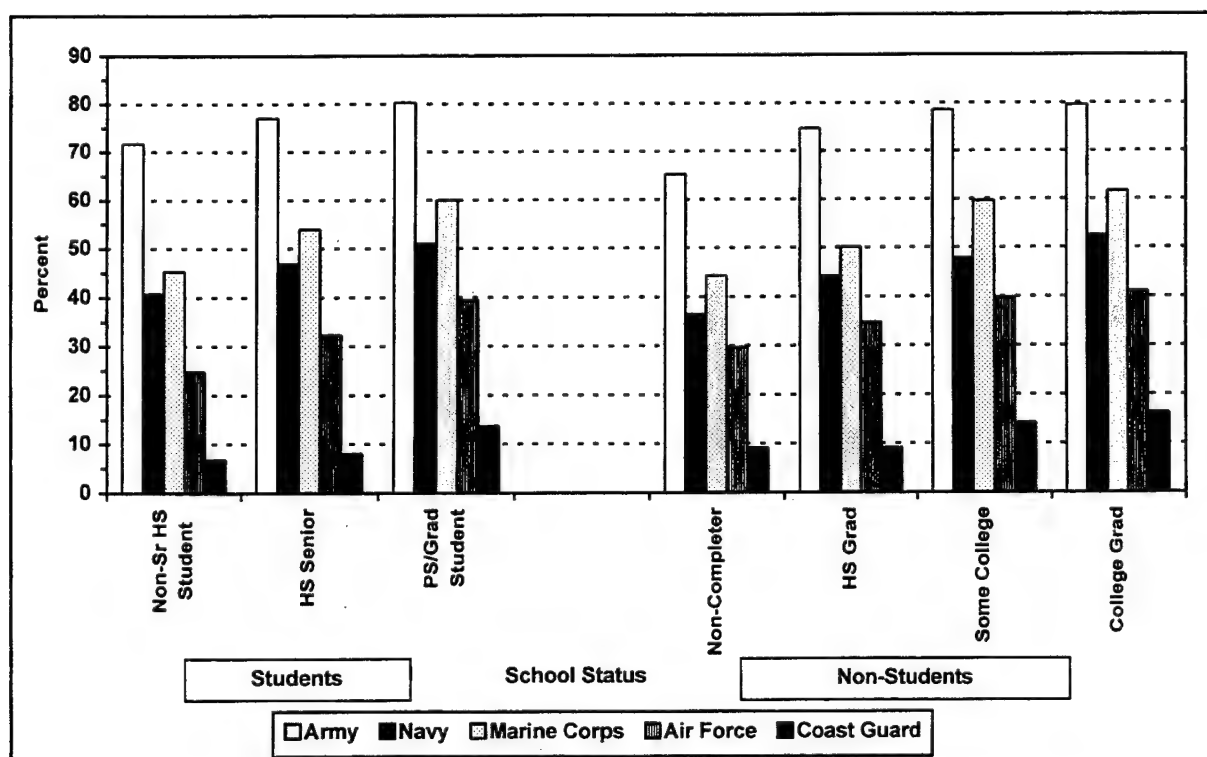


Figure 5-5B. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by School Status

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

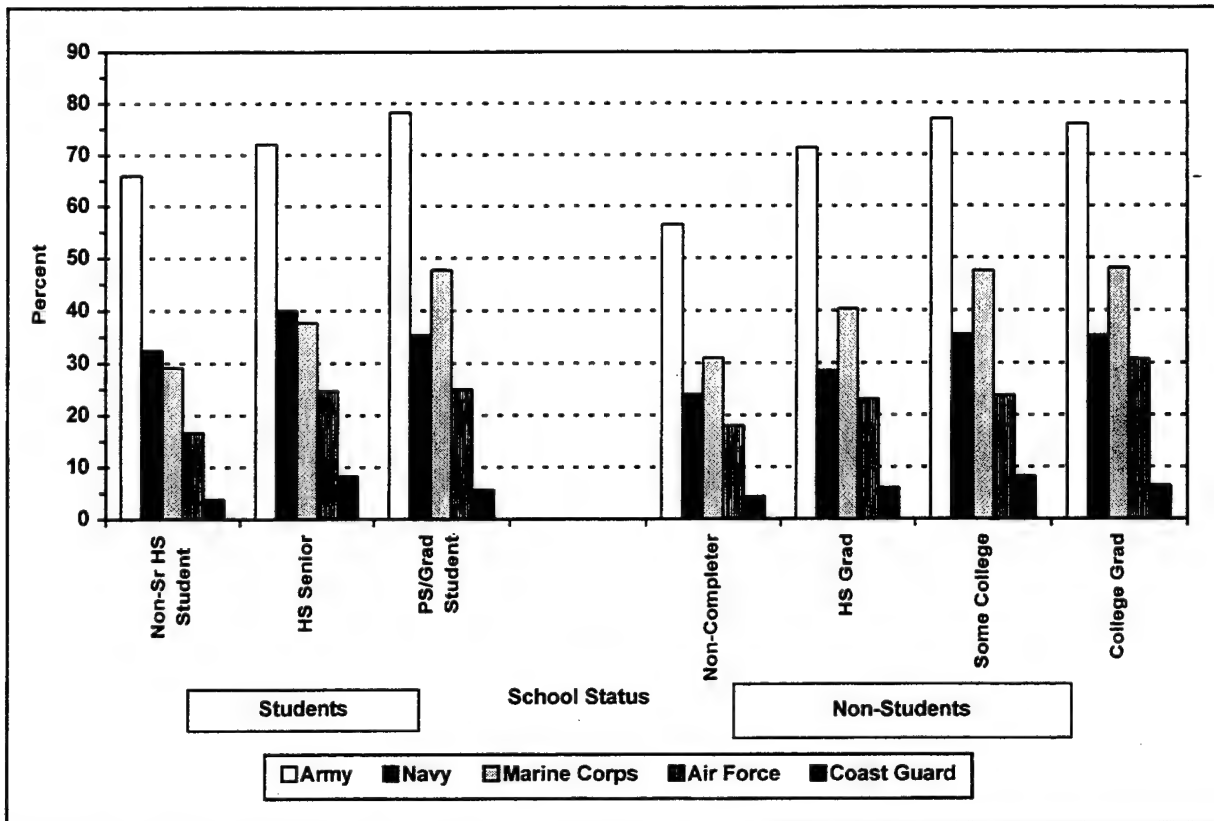


Figure 5-5C. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by School Status

**Advertising Recall and Employment Status.** Table 5-6 and Figures 5-6A through 5-6C represent data for advertising awareness by employment status. Males and females displayed the same basic pattern for general advertising awareness. Among males, awareness was significantly lower among those unemployed but looking for work (83.1 percent) than among those either employed (88.5 percent) or unemployed and not looking for work (88.3 percent). General awareness was significantly higher among employed females (89.1 percent) than among those either unemployed but looking for work (80.0 percent) or unemployed and not looking for work (84.8 percent).

Findings for Service-specific advertising recall varied depending on employment status and gender. Among males, awareness of Service-specific advertising was consistently highest among those employed than among those employed but looking for work. Awareness among males unemployed and not looking for work was also significantly higher than among unemployed males looking for work for the Army (76.8 percent versus 69.8 percent), the Marine Corps (52.9 percent versus 45.9 percent), and the Air Force (33.3 percent versus 26.8 percent). As with males, advertising awareness was highest among employed females and lowest among females unemployed but looking for work. Awareness was significantly higher among employed females than either unemployed category for the Army, Marine

Corps, and Air Force. No significant differences were seen between employment groups for Navy or Coast Guard advertising. Awareness of Joint Service advertising was also higher among employed youth for both males and females. Among males, awareness was significantly higher among the employed than the two unemployed groups. For females, awareness was significantly lower among unemployed looking for work (13.0 percent).

Table 5-6. Fall 1997 YATS - Unaided Advertising Awareness, by Employment Status and Gender

		Males <sup>a</sup>		Females <sup>b</sup>	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?					
	Employed	88.5	(0.6)*	89.1	(0.7)*#
	Unemployed, looking for work	83.1	(1.2) <sup>+</sup>	80.0	(1.9)
	Unemployed, not looking for work	88.3	(1.3)	84.8	(1.6)
If yes, for which Military Services did you see this kind of advertising?					
<u>Army</u>	Employed	75.6	(0.8)*	74.7	(1.0)*#
	Unemployed, looking for work	69.8	(1.3) <sup>+</sup>	65.2	(2.1)
	Unemployed, not looking for work	76.8	(1.2)	68.2	(1.8)
<u>Navy</u>	Employed	46.0	(0.8)*	33.5	(1.1)
	Unemployed, looking for work	42.1	(1.5)	30.1	(1.7)
	Unemployed, not looking for work	43.6	(2.0)	33.4	(1.5)
<u>Marine Corps</u>	Employed	54.1	(1.0)*	43.3	(1.2)*#
	Unemployed, looking for work	45.9	(1.6) <sup>+</sup>	35.6	(2.0)
	Unemployed, not looking for work	52.9	(1.8)	36.9	(1.7)
<u>Air Force</u>	Employed	35.6	(0.7)*	24.4	(1.0)*#
	Unemployed, looking for work	26.8	(1.4) <sup>+</sup>	20.1	(1.7)
	Unemployed, not looking for work	33.3	(1.7)	19.9	(1.4)
<u>Coast Guard</u>	Employed	11.1	(0.6)*	6.1	(0.5)
	Unemployed, looking for work	8.5	(0.7)	5.1	(1.0)
	Unemployed, not looking for work	9.3	(0.9)	5.8	(0.9)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?					
	Employed	19.3	(0.7)*#	18.3	(0.9)*
	Unemployed, looking for work	16.3	(1.2)	13.0	(1.0) <sup>+</sup>
	Unemployed, not looking for work	14.5	(1.2)	16.5	(1.3)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 6,050 interviews for males.

<sup>b</sup>Estimates are based on 4,113 interviews for females.

\*Differences between respondents who were employed and unemployed (looking) were statistically significant at the p=.05 level.

#Differences between respondents who were employed and unemployed (not looking) were statistically significant at the p=.05 level.

<sup>+</sup>Differences between respondents who were unemployed (looking) and unemployed (not looking) were statistically significant at the p=.05 level.

Source: Q402, VEMPSTAT, Q616B, Q617F, and Q608.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

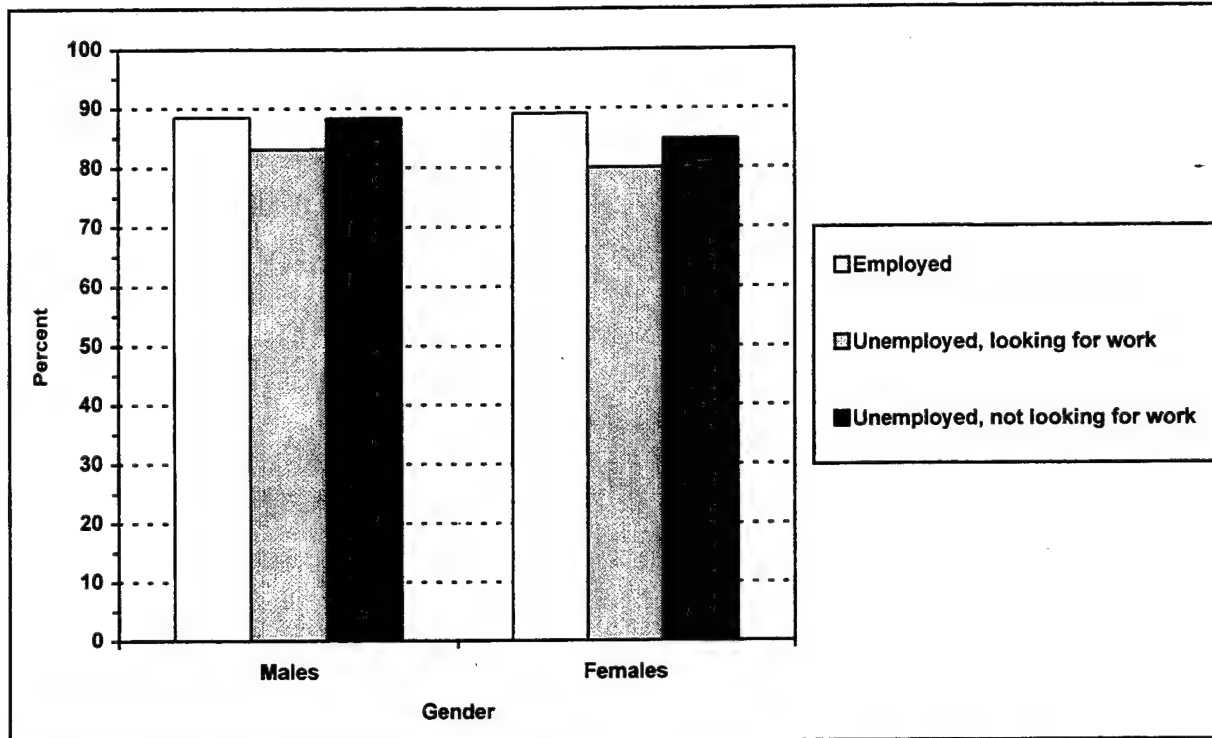


Figure 5-6A. Fall 1997 YATS - Unaided Advertising Awareness, by Employment Status and Gender

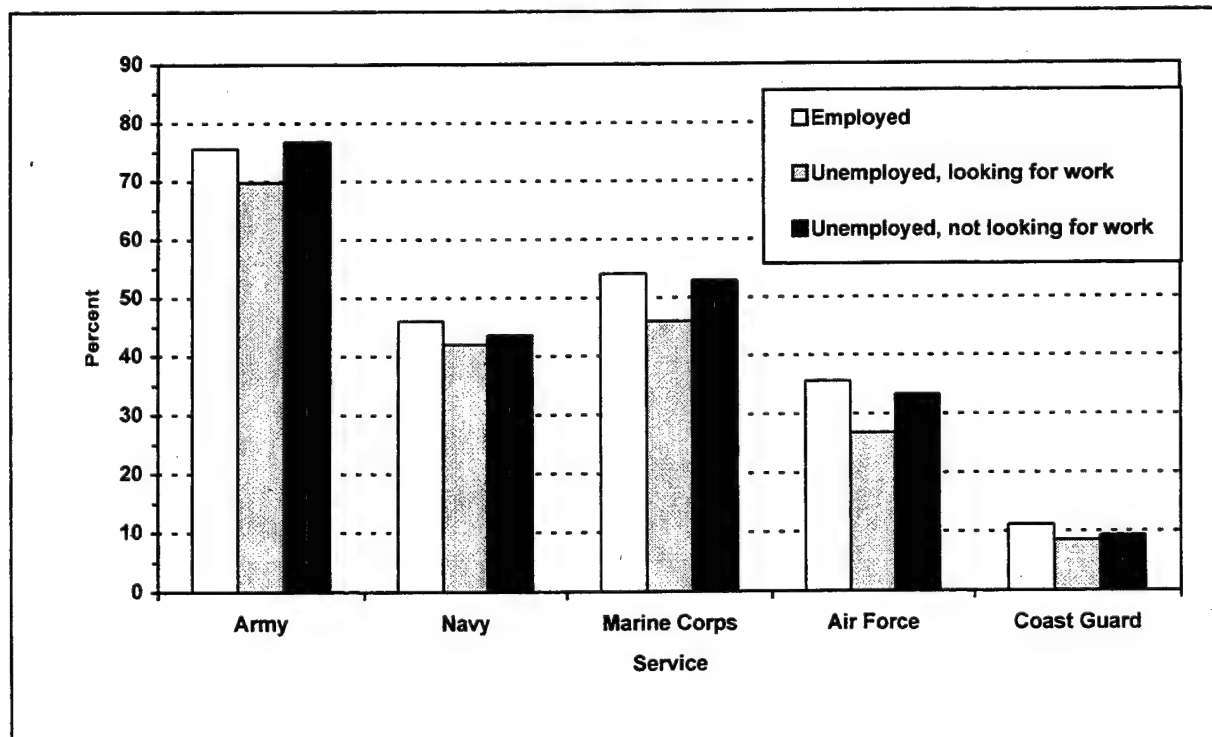


Figure 5-6B. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Employment Status

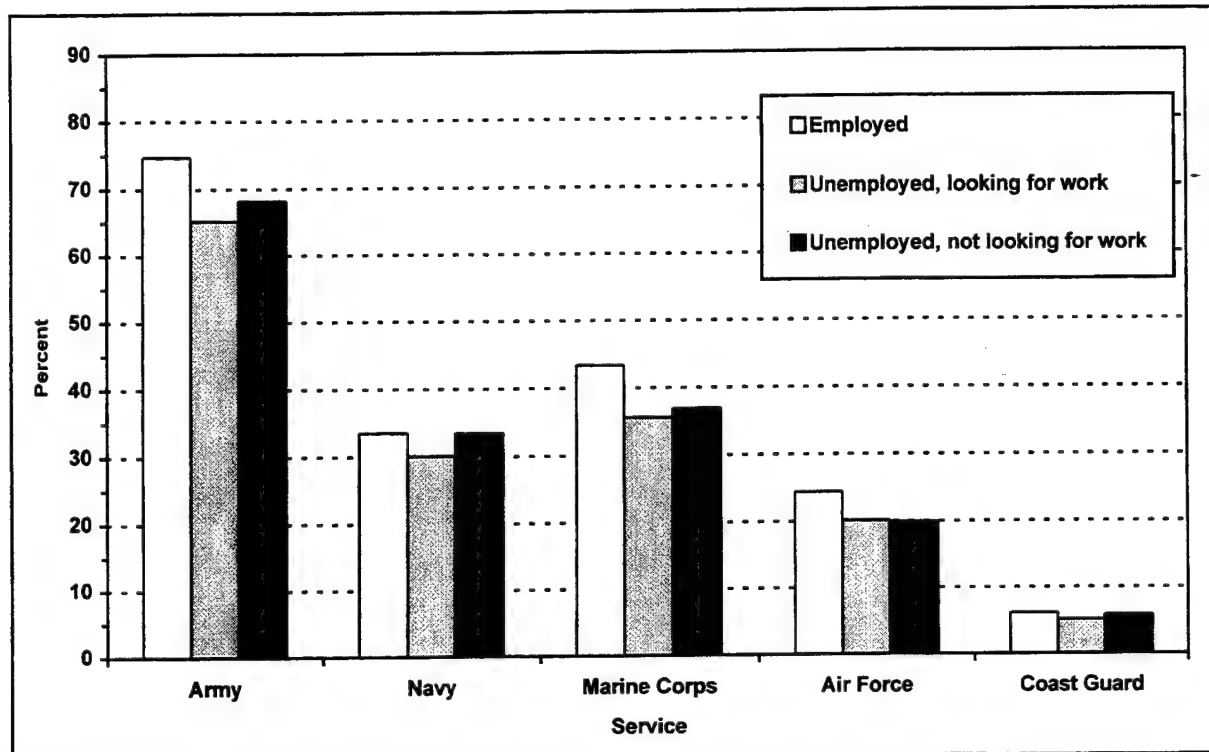


Figure 5-6C. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Employment Status

**Advertising Recall and Race/Ethnicity.** Table 5-7 and Figures 5-7A through 5-7C present advertising awareness by race/ethnicity and gender. Males and females showed similar patterns in awareness. General advertising awareness was significantly higher among Whites (91.4 percent for males, 89.4 percent for females) than Blacks (80.6 percent for males, 82.4 percent for females) and Hispanics (78.0 percent for males, 78.4 percent for females). Neither males nor females showed a significant difference in advertising recall between Blacks and Hispanics. Recall of Service-Specific advertising among White males was significantly higher than among Black and Hispanic males for all the Services. Recall among White females was higher than that among Hispanic females for all except the Coast Guard, and higher than recall by Black females for Army, Air Force, and Coast Guard advertising. Recall of Joint Service advertising was higher among Whites than Hispanics for both males and females.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

**Table 5-7. Fall 1997 YATS - Unaided Advertising Awareness, by Race/Ethnicity and Gender**

		Males <sup>a</sup>		Females <sup>b</sup>	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?					
	White	91.4	(0.4)*#	89.4	(0.8)*#
	Black	80.6	(1.8)	82.4	(2.1)
	Hispanic	78.0	(2.0)	78.4	(2.3)
If yes, for which Military Services did you see this kind of advertising?					
<u>Army</u>	White	79.2	(0.6)*#	74.9	(1.0)*#
	Black	65.4	(2.2)	68.6	(2.5)
	Hispanic	66.5	(2.3)	62.5	(2.1)
<u>Navy</u>	White	48.7	(0.7)*#	34.3	(0.9)#
	Black	37.3	(2.1)	32.9	(2.1) <sup>+</sup>
	Hispanic	36.8	(1.7)	25.3	(2.0)
<u>Marine Corps</u>	White	56.5	(0.9)*#	42.6	(1.1)#
	Black	42.1	(2.1)	37.4	(2.7)
	Hispanic	46.8	(1.9)	36.1	(2.1)
<u>Air Force</u>	White	38.0	(0.8)*#	25.2	(0.9)*#
	Black	21.9	(1.8)	19.8	(2.3)
	Hispanic	26.2	(1.7)	14.8	(1.7)
<u>Coast Guard</u>	White	11.9	(0.6)*#	6.7	(0.5)*
	Black	7.4	(1.1)	3.2	(0.9)
	Hispanic	7.2	(1.1)	4.7	(0.9)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?					
	White	18.6	(0.6)#	17.9	(0.7)#
	Black	18.3	(1.7)	16.0	(1.8)
	Hispanic	14.6	(1.1)	13.6	(1.9)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 6,050 interviews for males.

<sup>b</sup>Estimates are based on 4,113 interviews for females.

\*Differences between White and Black youth were statistically significant at the p=.05 level.

#Differences between White and Hispanic youth were statistically significant at the p=.05 level.

<sup>+</sup>Differences between Black and Hispanic youth were statistically significant at the p=.05 level.

Source: Q402, Q714, Q715, Q616B, Q617F, and Q608.

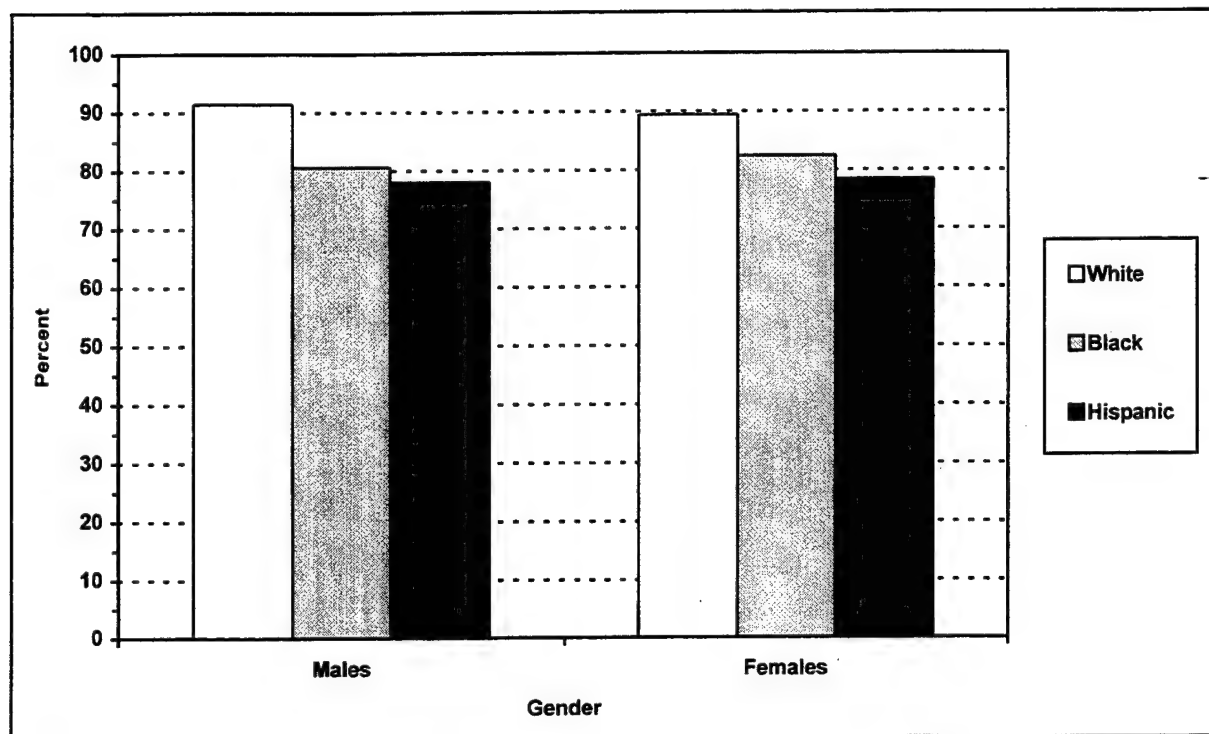


Figure 5-7A. Fall 1997 YATS - Unaided Advertising Awareness, by Race/Ethnicity and Gender

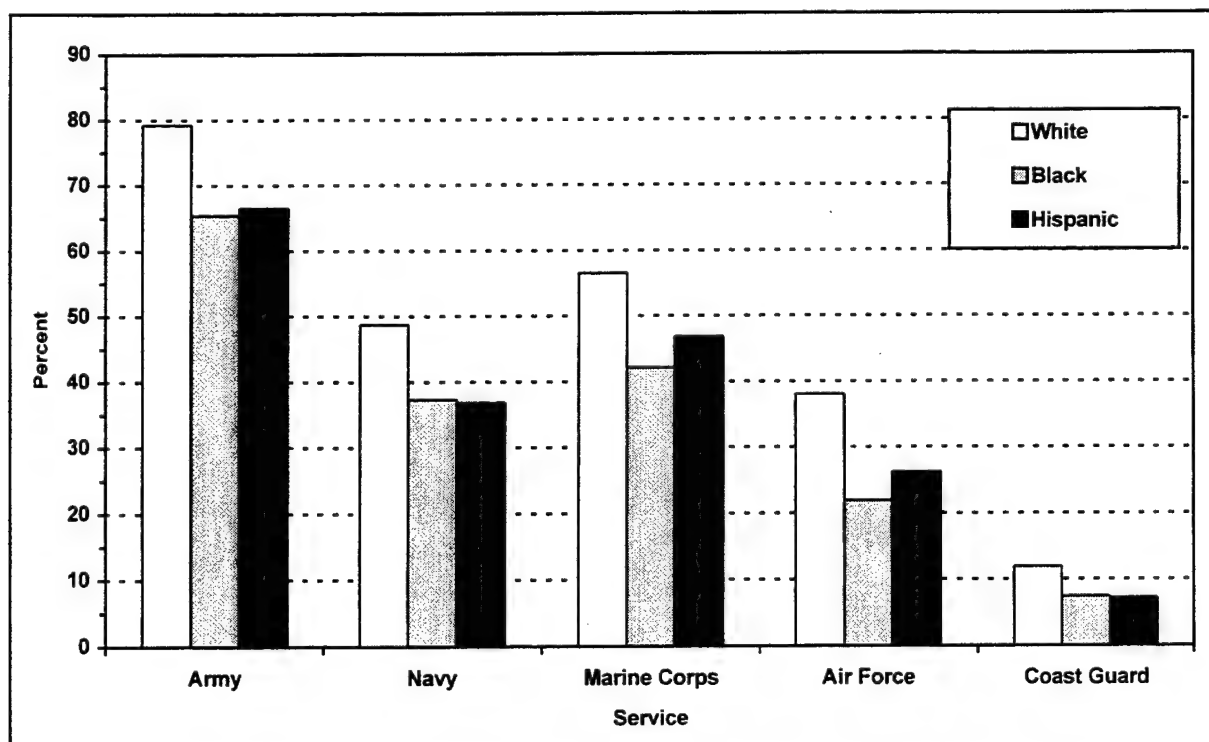


Figure 5-7B. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Race/Ethnicity



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

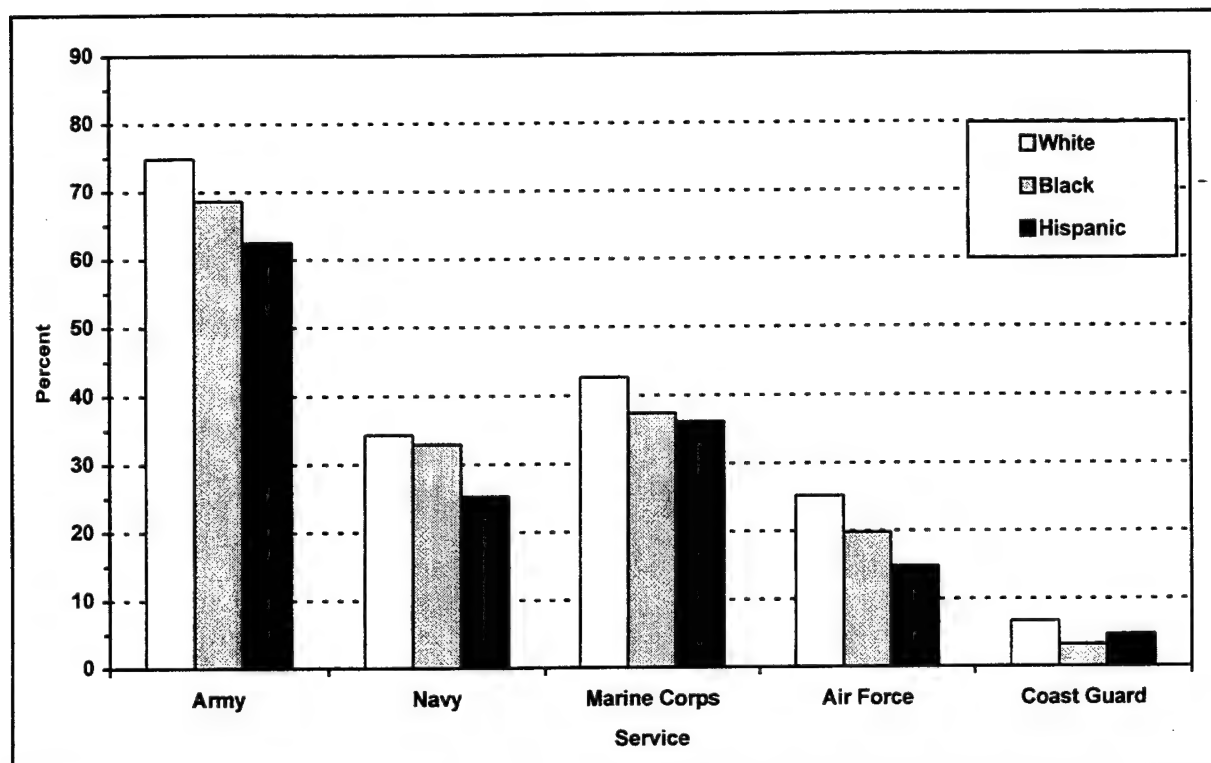


Figure 5-7C. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Race/Ethnicity

**Advertising Recall and Region.** Table 5-8 and Figures 5-8A through 5-8C present advertising awareness by region. The findings from 1997 contrast with those found in earlier years. Historically, the South dominated in recall of military advertising, while recall levels lagged in the West. The pattern in 1997 is not nearly as clear, although males and females continued to show differences in patterns of general and Service-specific recall. General advertising awareness was highest among youth from the North Central region (89.1 percent for males, 88.8 percent for females). In general, this was also true for recall of Service-specific and Joint Service advertising among males, although the difference was not always significant. Among females, the pattern varied by Service. Recall of Army advertising among females was significantly higher in the North Central region (75.3 percent) than in the Northeast or the South (69.4 percent and 70.4 percent). Conversely, recall was lower in the North Central region (38.3 percent) than in the South (42.4 percent) for Marine Corps advertising, and lower in the North Central than in the West for Coast Guard advertising (4.2 percent in the North Central, compared to 8.1 percent in the West). Unlike males, females showed no regional differences in recall of Joint Service advertising.

Table 5-8. Fall 1997 YATS - Unaided Advertising Awareness, by Region and Gender

		Males <sup>a</sup>		Females <sup>b</sup>	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?					
	Northeast	86.2	(1.3)	84.3	(1.8)*
	North Central	89.1	(0.9)@	88.8	(1.3)
	South	86.5	(0.8)	86.4	(1.1)
	West	87.9	(1.2)	86.9	(1.3)
If yes, for which Military Services did you see this kind of advertising?					
<u>Army</u>	Northeast	73.8	(1.5)	69.4	(2.2)*
	North Central	76.6	(1.3)@	75.3	(1.6)@
	South	73.5	(0.9)	70.4	(1.6)
	West	75.2	(1.6)	72.4	(1.9)
<u>Navy</u>	Northeast	44.6	(1.6)	33.9	(2.0)
	North Central	45.5	(1.3)	33.2	(1.5)
	South	44.3	(1.1)	32.1	(1.4)
	West	45.3	(1.6)	33.4	(1.7)
<u>Marine Corps</u>	Northeast	51.3	(1.4)	37.7	(2.3)
	North Central	54.2	(1.8)	38.3	(1.5)@
	South	50.9	(1.1)	42.4	(1.3)
	West	53.5	(1.5)	42.1	(1.7)
<u>Air Force</u>	Northeast	30.9	(1.7)*	21.1	(1.6)
	North Central	35.3	(1.4)	24.5	(1.4)
	South	32.9	(0.9)	23.2	(1.3)
	West	34.9	(1.4)	21.4	(1.3)
<u>Coast Guard</u>	Northeast	10.7	(1.0)	5.3	(1.0)
	North Central	8.6	(0.9)&	4.2	(0.6)&
	South	10.2	(0.7)^	5.7	(0.6)
	West	12.3	(0.7)	8.1	(1.3)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?					
	Northeast	14.6	(1.3)*+	15.4	(1.7)
	North Central	20.1	(1.2)	17.1	(1.3)
	South	17.4	(0.9)	17.4	(1.1)
	West	18.9	(1.1)	17.5	(1.3)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 6,050 interviews for males.

<sup>b</sup>Estimates are based on 4,113 interviews for females.

\*Differences between youth from the Northeast and North Central regions were statistically significant at the p=.05 level.

+Differences between youth from the Northeast and West were statistically significant at the p=.05 level.

@Differences between youth from the North Central and South were statistically significant at the p=.05 level.

&Differences between youth from the North Central and West were statistically significant at the p=.05 level.

^Differences between youth from the South and West were statistically significant at the p=.05 level.

Source: Q402, REGION, Q616B, Q617F, and Q608.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

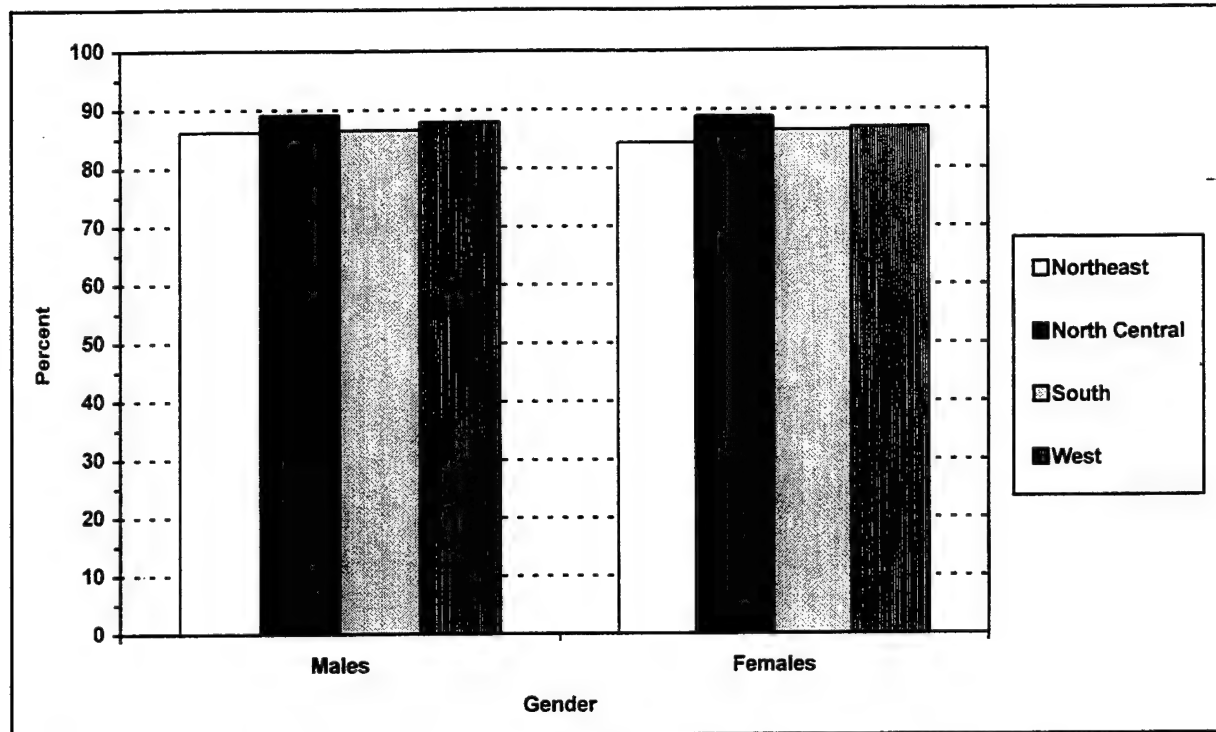


Figure 5-8A. Fall 1997 YATS - Unaided Advertising Awareness, by Region and Gender

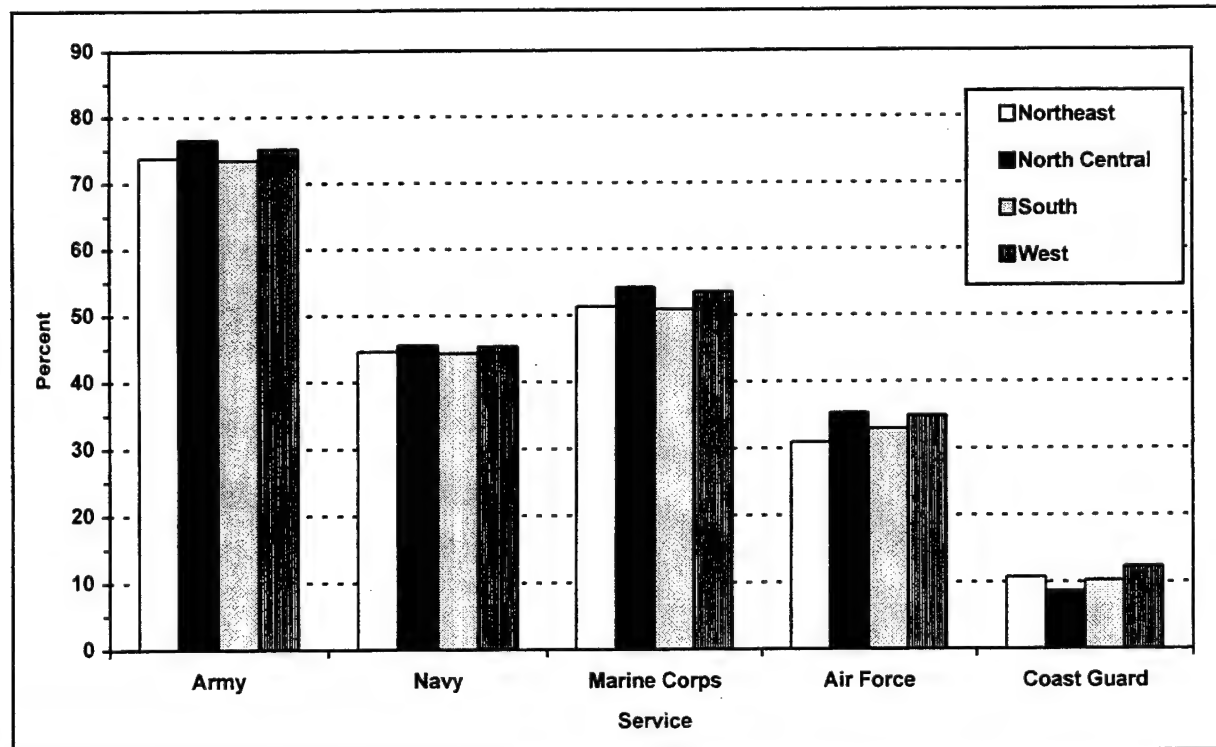


Figure 5-8B. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Males, by Region

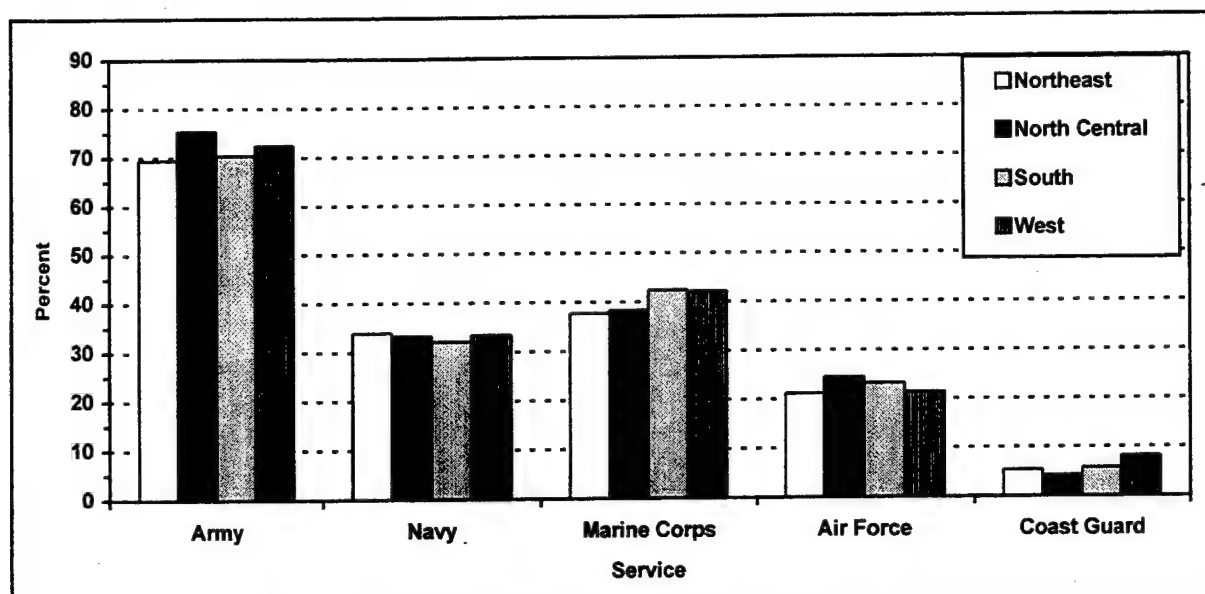


Figure 5-8C. Fall 1997 YATS - Unaided Advertising Awareness (Service-Specific) Among Females, by Region

### Advertising Awareness and Recruiter Contact

During the 1997 YATS interview, respondents were asked:

*Within the past year, have you talked to a military recruiter?*

Following this, respondents were asked which Service recruiters they had talked to, and how the contact had been made. Contact with a recruiter may be initiated by recruiters or by youth. Most frequently, contact is initiated by recruiters (only 16 percent of the reported initial contacts between youth and recruiters in 1997 were initiated by youth). Recruiter-initiated contact can take the form of individual contact (such as telephone calls or one-on-one discussions) or group contact (job fairs or high school visits).

**General and Joint Service Advertising.** Table 5-9 presents recruiter contact rates by general advertising awareness (Figure 5-9A) and recall of Joint Service advertising (Figure 5-9B). The table shows the percent of youth who had talked with a recruiter in the past year among those who did or did not recall military advertising. For example, of the youth who recalled military advertising, 32.7 percent of males and 24.5 percent of females also had contact with a recruiter during the past year. Recruiter contact rates were significantly higher among youth who recalled military advertising than among youth who did not. The difference was also much greater among females than males. Thus, there is a positive correlation between recruiter contact and recall of general military advertising. The data also suggest that recruiter contact is correlated to Joint Service advertising among females, but this relationship is not significant for males.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

Table 5-9. Fall 1997 YATS - Recruiter Contact by Advertising Awareness and Gender

	<u>Percent Contacting a Recruiter in the Past Year</u>	
	Males	Females
<u>Any Military Advertising</u>		
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
Yes <sup>a</sup>	32.7 (1.0)*	24.5 (1.1)*
No <sup>b</sup>	23.8 (2.5)	8.9 (2.0)
<u>Joint Service Advertising</u>		
Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?		
Yes <sup>c</sup>	33.1 (2.2)	29.0 (3.0)*
No <sup>d</sup>	31.6 (1.1)	20.9 (1.0)
<p>Note: Tabled values are percentages with standard errors in parentheses.</p> <p><sup>a</sup>Estimates are based on 2,637 interviews for males and 1,785 for females.</p> <p><sup>b</sup>Estimates are based on 308 interviews for males and 218 for females.</p> <p><sup>c</sup>Estimates are based on 519 interviews for males and 345 for females.</p> <p><sup>d</sup>Estimates are based on 2,382 interviews for males and 1,596 for females.</p> <p>*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.</p> <p>Source: Q402, Q616B, and Q628A.</p>		

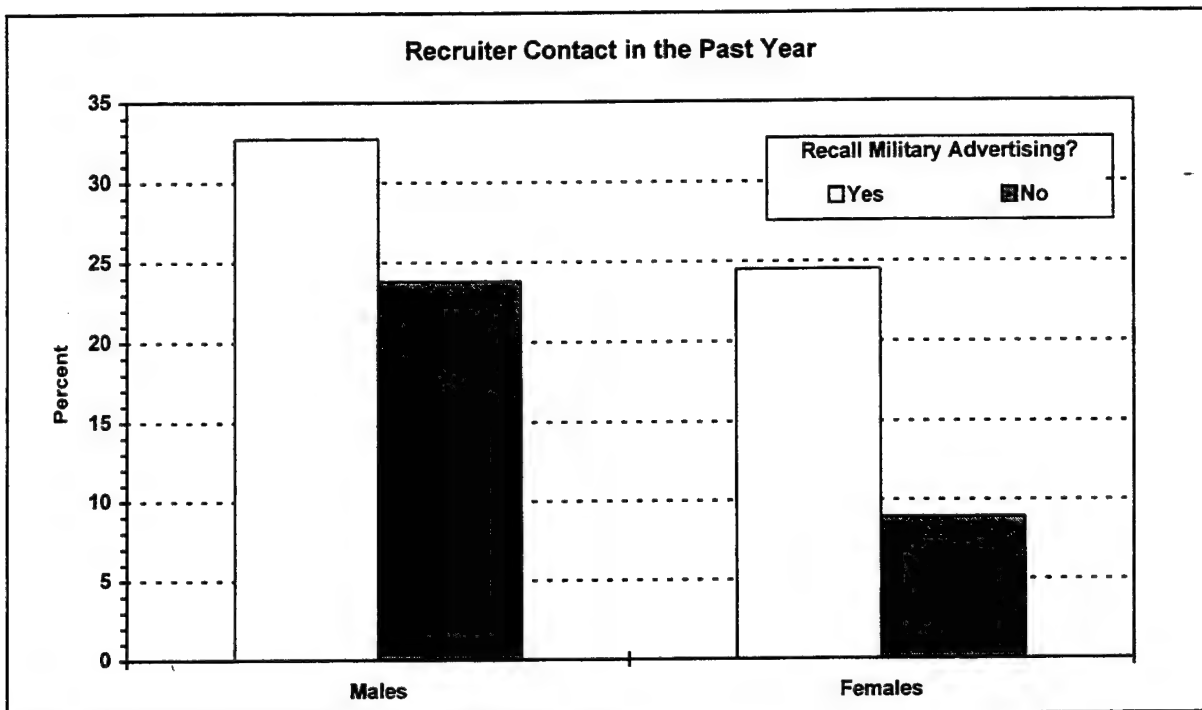


Figure 5-9A. Fall 1997 YATS - Recruiter Contact, by Advertising Awareness and Gender

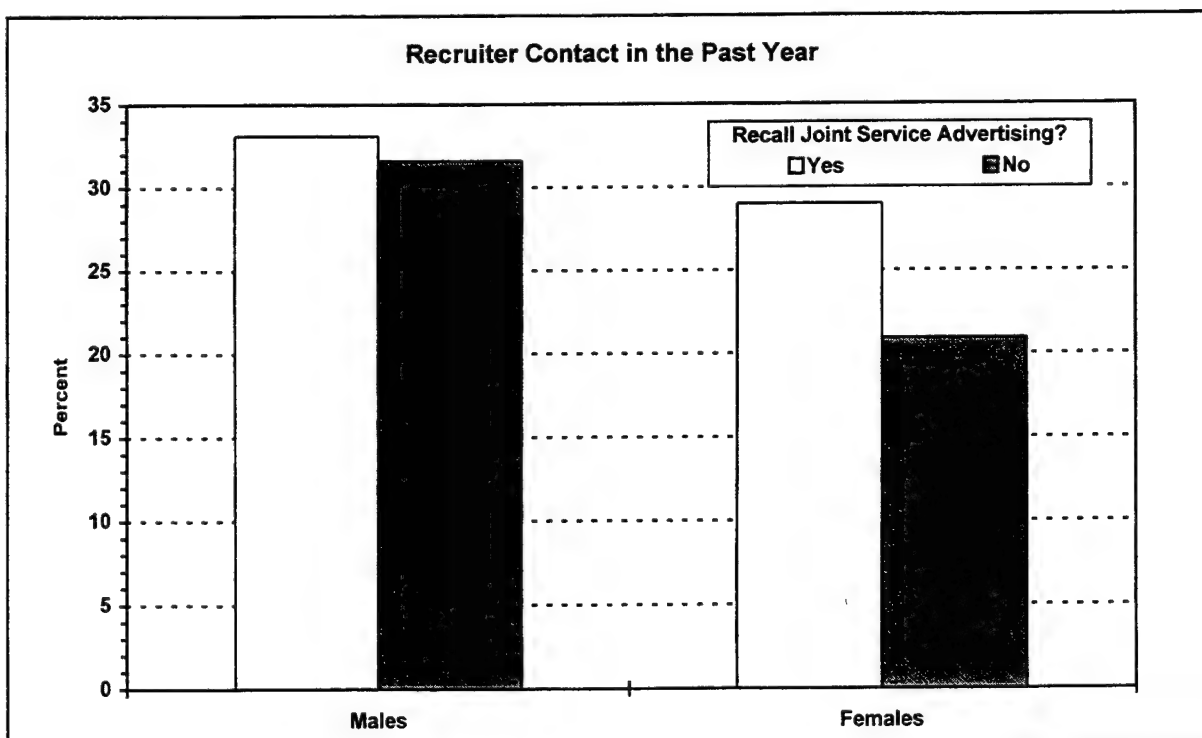


Figure 5-9B. Fall 1997 YATS - Recruiter Contact, by Joint Service Advertising Awareness and Gender

**Service-Specific Advertising.** Table 5-10 and Figures 5-10A and 5-10B relate Service-specific advertising recall to recruiter contact among males. Table 5-11 and Figures 5-11A and 5-11B present similar findings for females. In the tables and figures, youth are classified into two groups: those who recalled military advertising for a specific Service in the past year and those who did not recall this advertising. The two columns in Table 5-10 and Table 5-11 present (1) the percent of youth who had contact with any Service recruiter in the past year, and (2) the percent of youth who had contact with a recruiter from the same Service for which they recalled advertising. For example, of those youth who recalled Army advertising, 33.5 percent of males reported having contact with a recruiter from any Service (including Army) in the past year, and 18.1 percent of males had contact with an Army recruiter during the year. Those who are included as not recalling Army advertising may have recalled military advertising of another Service.

In all cases, a significantly higher percentage of youth who recalled advertising for a specific Service also had contact with a recruiter from any Service compared with youth who did not recall advertising for that specific Service. The relationship between recalling a specific Service's advertising and contact with a recruiter from that Service is even stronger. That is, the ratios of the percentage of youth who recalled specific Service advertising to those who did not are larger for specific Service recruiter contacts (1.9-6.0) than for contacts with any recruiter (1.2-1.6). Consider, for example, males who did or did not recall Army advertising. The ratio for contact of any recruiter is  $33.5/26.5$ , or 1.3, while the ratio for contact of an Army recruiter is  $18.1/9.4$ , or 1.9.

These findings clearly indicate that advertising awareness and recruiter contact are related, but do not tell us which is the cause and which the result. It is probable that the causal relationship works both ways. Youth who recall military advertising are more likely to talk with a military recruiter. Conversely, youth who have talked with a military recruiter in the past may become more aware of military advertising. Other factors, such as contact with friends in the military, may also increase a person's interest in military service, resulting in both recruiter contact and advertising awareness. Nevertheless, in these times when recruiters are having difficulties in meeting their goals, the Services are especially interested in knowing about relationships which may help recruiters meet their mission.

Table 5-10. Fall 1997 YATS - Recruiter Contact Among Males by Service-Specific Advertising Awareness

	Percent Contacting a Recruiter in the Past Year	Percent Contacting a {SERVICE} Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising?		
<u>Army</u>		
Yes, Recalled <u>Army</u> advertising <sup>a</sup>	33.5 (1.2)*	18.1 (0.9)*
No, Did not recall <u>Army</u> advertising <sup>b</sup>	26.5 (1.9)	9.4 (1.1)
<u>Navy</u>		
Yes, Recalled <u>Navy</u> advertising <sup>c</sup>	35.4 (1.3)*	10.8 (0.8)*
No, Did not recall <u>Navy</u> advertising <sup>d</sup>	28.9 (1.3)	5.8 (0.6)
<u>Marine Corps</u>		
Yes, Recalled <u>Marine Corps</u> advertising <sup>e</sup>	35.3 (1.2)*	15.3 (1.0)*
No, Did not recall <u>Marine Corps</u> advertising <sup>f</sup>	27.9 (1.4)	7.5 (0.7)
<u>Air Force</u>		
Yes, Recalled <u>Air Force</u> advertising <sup>g</sup>	35.9 (1.6)*	7.6 (0.9)*
No, Did not recall <u>Air Force</u> advertising <sup>h</sup>	29.7 (1.1)	2.6 (0.4)
<u>Coast Guard</u>		
Yes, Recalled <u>Coast Guard</u> advertising <sup>i</sup>	39.1 (2.5)*	2.4 (0.8)*
No, Did not recall <u>Coast Guard</u> advertising <sup>j</sup>	31.0 (1.0)	0.4 (0.1)
Note: Tabled values are percentages with standard errors in parentheses.		
Army:	<sup>a</sup> Estimates are based on 2,264 interviews.	<sup>b</sup> Estimates are based on 699 interviews.
Navy:	<sup>c</sup> Estimates are based on 1,351 interviews.	<sup>d</sup> Estimates are based on 1,612 interviews.
Marine Corps:	<sup>e</sup> Estimates are based on 1,581 interviews.	<sup>f</sup> Estimates are based on 1,382 interviews.
Air Force:	<sup>g</sup> Estimates are based on 1,012 interviews.	<sup>h</sup> Estimates are based on 1,951 interviews.
Coast Guard:	<sup>i</sup> Estimates are based on 300 interviews.	<sup>j</sup> Estimates are based on 2,663 interviews.
*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.		
Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.		



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

**Table 5-11. Fall 1997 YATS - Recruiter Contact Among Females by Service-Specific Advertising Awareness**

	Percent Contacting a Recruiter in the Past Year	Percent Contacting a {SERVICE} Recruiter in the Past Year
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?		
If yes, for which Military Service did you see this kind of advertising?		
<u>Army</u>		
Yes, Recalled <u>Army</u> advertising <sup>a</sup>	24.9 (1.2)*	12.9 (0.8)*
No, Did not recall <u>Army</u> advertising <sup>b</sup>	16.1 (1.5)	6.0 (1.0)
<u>Navy</u>		
Yes, Recalled <u>Navy</u> advertising <sup>c</sup>	28.8 (1.7)*	7.9 (1.0)*
No, Did not recall <u>Navy</u> advertising <sup>d</sup>	19.4 (1.0)	2.1 (0.4)
<u>Marine Corps</u>		
Yes, Recalled <u>Marine Corps</u> advertising <sup>e</sup>	26.1 (1.6)*	7.6 (1.1)*
No, Did not recall <u>Marine Corps</u> advertising <sup>f</sup>	19.9 (1.3)	2.5 (0.4)
<u>Air Force</u>		
Yes, Recalled <u>Air Force</u> advertising <sup>g</sup>	31.6 (2.5)*	11.2 (1.7)*
No, Did not recall <u>Air Force</u> advertising <sup>h</sup>	19.7 (1.0)	1.9 (0.4)
<u>Coast Guard</u>		
Yes, Recalled <u>Coast Guard</u> advertising <sup>i</sup>	30.1 (3.6)*	0.0 (NA)
No, Did not recall <u>Coast Guard</u> advertising <sup>j</sup>	21.9 (0.9)	0.1 (0.1)
Note: Tabled values are percentages with standard errors in parentheses.		
Army:	<sup>a</sup> Estimates are based on 1,468 interviews.	<sup>b</sup> Estimates are based on 544 interviews.
Navy:	<sup>c</sup> Estimates are based on 681 interviews.	<sup>d</sup> Estimates are based on 1,331 interviews.
Marine Corps:	<sup>e</sup> Estimates are based on 817 interviews.	<sup>f</sup> Estimates are based on 1,195 interviews.
Air Force:	<sup>g</sup> Estimates are based on 484 interviews.	<sup>h</sup> Estimates are based on 1,528 interviews.
Coast Guard:	<sup>i</sup> Estimates are based on 129 interviews.	<sup>j</sup> Estimates are based on 1,883 interviews.
*Differences between those who did recall advertising and those who did not were statistically significant at the p=.05 level.		
Source: Q402, Q616B, Q617F, Q628, Q628A, and Q629A.		

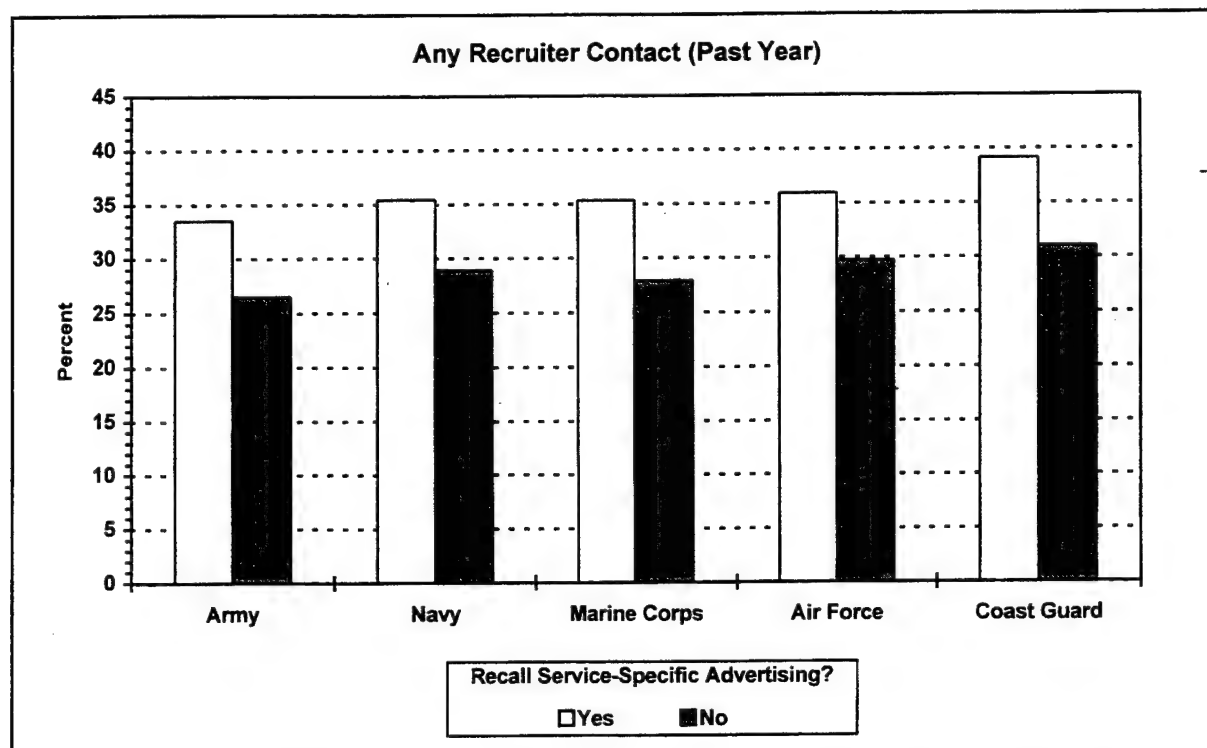


Figure 5-10A. Fall 1997 YATS - Any Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Males

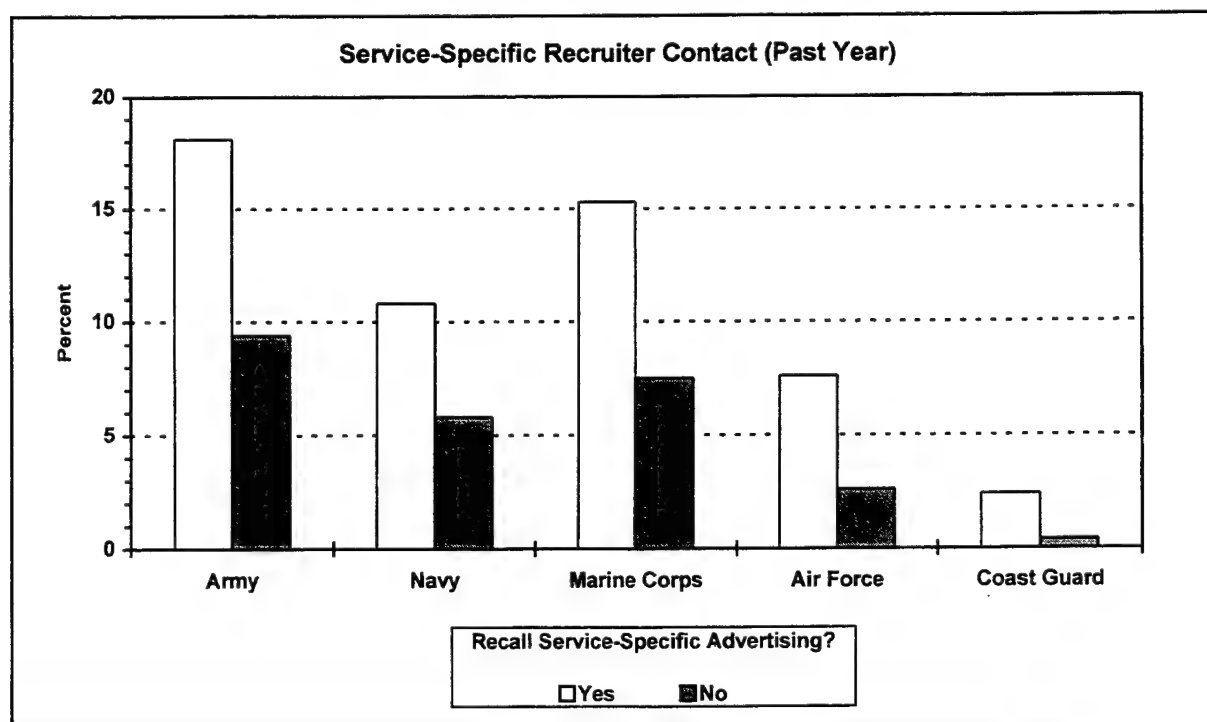


Figure 5-10B. Fall 1997 YATS - Service-Specific Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Males

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Awareness of Military Advertising**

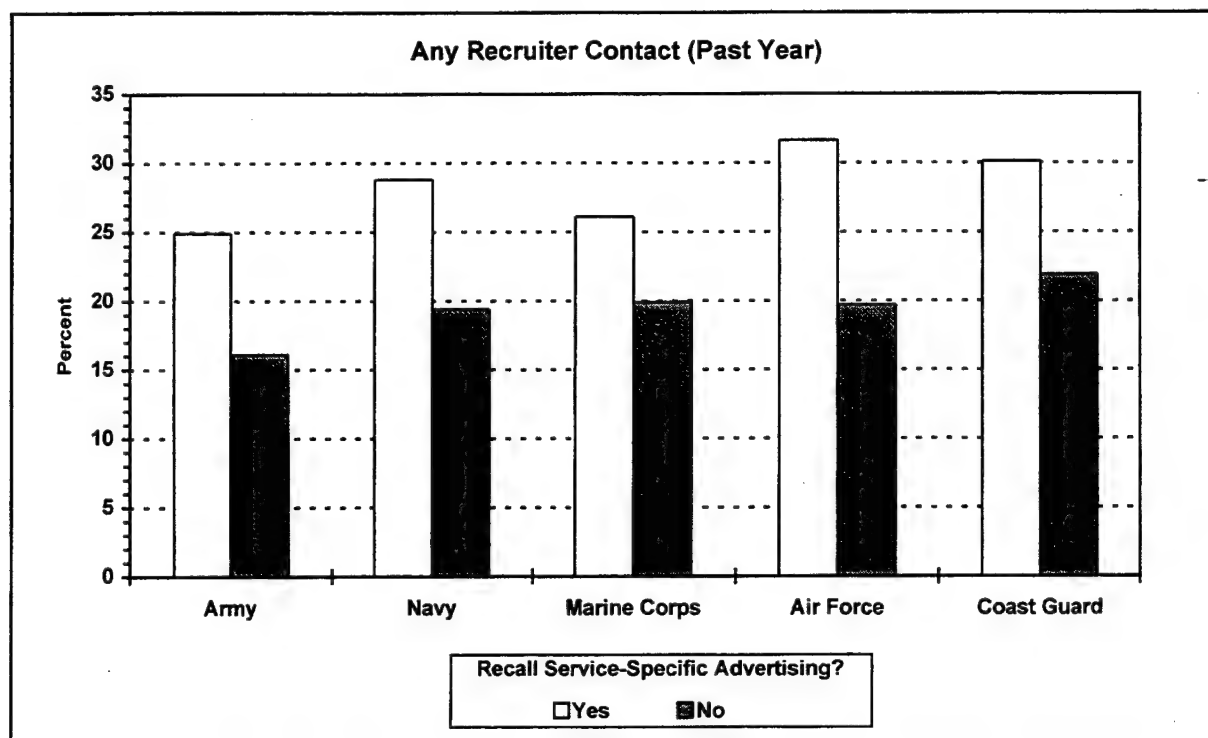


Figure 5-11A. Fall 1997 YATS - Any Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Females

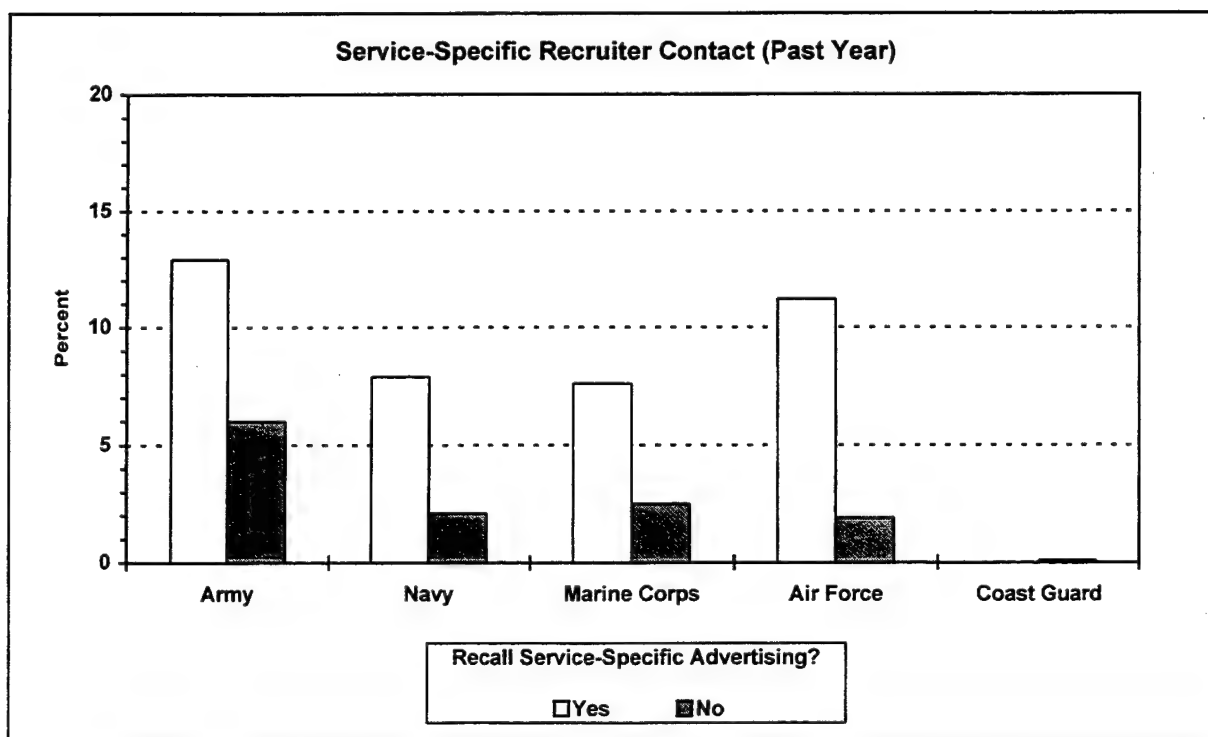


Figure 5-11B. Fall 1997 YATS - Service-Specific Recruiter Contact, by Unaided Advertising Awareness (Service-Specific) Among Females

---

## Summary of Military Advertising Awareness

Military advertising is used to influence the knowledge, behaviors, and attitudes of military-eligible American youth, and to persuade at least some of them to enlist. Awareness of military advertising is measured in YATS: youth are asked if they recalled seeing or hearing any military advertising in the past year. Youth recalling advertising were asked for which Service they had seen or heard such advertising. Advertising awareness among both males and females remained relatively unchanged in 1997. Slightly over 87 percent of males and slightly less than 87 percent of females recalled military advertising in 1997.

Although males and females did not markedly differ in general advertising awareness, males had higher levels of Service-specific advertising recall than did females. As in the past, more youth recall Army advertising than Marine Corps advertising, and more recall Marine Corps advertising than recall Navy or Air Force advertising. There was a significant decline in recall of Air Force and Coast Guard advertising among males, and of Navy and Air Force advertising among females. Recall of Coast Guard advertising remains the lowest of all the Services.

Respondents were also asked if they remembered hearing or seeing Joint Service advertising--advertising which names each Service. There was a significant decline in recall of Joint Service advertising among both males and females, with the levels the lowest in the past five years. Males and females did not differ significantly in Joint Service advertising awareness.

The chapter also examined advertising awareness by several sociodemographic factors: age, education, employment status, race, and geographic region. Neither males nor females displayed differences in general advertising awareness by age group. Recall of Service-specific advertising tended to be lower among males and females in the youngest (16-17 year-old) age group. Advertising recall among both males and females was positively correlated with the level of educational achievement. Males and females displayed similar patterns in advertising awareness by race/ethnicity. In general, advertising awareness was significantly higher among Whites than among Blacks and Hispanics. There was no significant difference in advertising awareness between Blacks and Hispanics. Youth from the North Central region expressed higher levels of advertising awareness than youth from the other three regions.

Recruiter contact was found to be strongly related to advertising recall. Recruiter contact rates were significantly higher among males and females who recalled military advertising than among those who did not. A significantly higher percentage of youth recalling advertising for a specific Service

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
***Awareness of Military Advertising***

---

also had contact with a recruiter from that Service compared to youth who did not recall advertising for that Service. This mirrors findings reported in earlier YATS studies.

These findings on advertising awareness collected in YATS represent only a portion of the data collected each year on the Services' advertising campaigns. Although these findings are general, they still make a useful contribution to the ongoing evaluation of the effectiveness of military advertising campaigns.

## 6. RECOGNITION OF SERVICE ADVERTISING SLOGANS

Each year, military Services use advertising campaigns to raise awareness of their Service and increase interest among American youth. Advertising campaigns present the daily realities and rewards of military Services in an effort to attract qualified men and women to enlist in the Army, Navy, Marine Corps, Air Force, and Coast Guard. One proven element of Service advertising campaigns is the use of slogans. Correct recognition of these slogans during the YATS interview can provide invaluable feedback to recruiting officials interested in analyzing the success of their advertising campaigns.<sup>1</sup> This chapter presents trends in slogan recognition among men and women who responded to the YATS survey between 1992 and 1997. Following the presentation of trends, more detailed findings related to slogan recognition in 1997 are presented, including correct and incorrect recognition by age. All findings are presented separately for males and females.

Each year, all YATS respondents are asked:

*Now, I am going to mention some slogans used in military advertising.  
After I read each slogan, please tell me which Service has used it. Which  
Service used the slogan: " \_\_\_\_\_ "?*

Actual Service slogans were read to respondents except where the name of the Service was included in the slogans. In those cases, the Service name was replaced with the word "Blank." The 13 slogans used during the 1997 YATS interview included two Army, two Navy, two Marine Corps, one Air Force, two Coast Guard, one Reserve, two National Guard slogans, and a Joint Service slogan. This is the first year the Coast Guard slogan *Jobs That Matter* and the Army National Guard slogan *You Can* have appeared. The 13 slogans appear in Tables 6-1 through 6-4. Thirteen different response categories were tabulated, which included active, Reserve, and National Guard components of the Army, Navy, Marine Corps, Air Force, and Coast Guard, along with a Joint Service category. Estimates that appear in tables and figures in this chapter are rounded to the nearest whole number. Standard errors are replaced with "NA" (Not Applicable) when percentage estimates are zero.

---

<sup>1</sup> Although correct slogan recognition can be an indicator of successful advertising, it should be remembered that the primary goal of military advertising is to create awareness and interest in military service, not to increase slogan recognition.

## Historical Trends in Slogan Recognition

Tables 6-1 and 6-2 present the percentage, by year, of males and females who correctly identified the Service source of military advertising slogans which were asked during 1992 to 1997. The tables are annotated to designate estimates that are significantly different from the corresponding 1997 estimate. Figure 6-1 (males) and Figure 6-2 (females) illustrate trends in correct slogan recognition for the six slogans that have been asked for all six years. The figures omit seven of the slogans that are included in Tables 6-1 and 6-2: the new Coast Guard slogan, the Navy slogan introduced in 1996, the Marine Corps slogan omitted from YATS in 1992 and 1993, the Joint Service slogan introduced in 1995, and the three Reserve and National Guard slogans.

Figure 6-1 shows that the Army slogan *Be All You Can Be*, the Air Force slogan *Aim High*, and the Marine Corps slogan *The Few. The Proud.* continue to be the three military slogans most often correctly identified by young males. Recognition of *Be All You Can Be* had remained steady from 1994 to 1996 but increased significantly to 92 percent in 1997. Recognition of *Aim High* has dropped from 87 percent in 1993/1994 to 76 percent in 1997. (This decline is statistically significant.) The Marine Corps slogan *The Few. The Proud.* is the third most recognized slogan among males, although recognition has dropped from 82 percent in 1992 to 76 percent in 1997. These three slogans are clustered at the 75-92 percent recognition level as seen in Figure 6-1.

The second group of slogans appears in 45-64 percent recognition range and includes the Army slogan *Get an Edge on Life*, the Navy slogan *You and the \_\_\_\_ . Full Speed Ahead*, and the Marine Corps slogan *We're Looking For a Few Good Men*. Recognition of *Get an Edge on Life* dropped significantly in 1996 to 53 percent and again in 1997 to 48 percent after increasing from 52 percent to 59 percent between 1993 and 1995. Recognition of *You and the \_\_\_\_ . Full Speed Ahead* seems to have stabilized somewhat in 1997 at 51 percent after increasing from 45 percent in 1992 to 56 percent in 1995. Even though more than one half (54 percent) of the males correctly identified the slogan *We're Looking For a Few Good Men*, its recognition has declined significantly since 1995 when it was correctly identified by 64 percent of male youth.

The Navy slogan *Let the Journey Begin*, which was introduced in 1996, continued to have moderate recognition (20 percent) among males. Table 6-1 also shows that only a small percentage of the youth correctly identified the Coast Guard, Reserve, National Guard, and Joint Service slogans.

Figure 6-2 presents similar data for slogan recognition among females as those presented for males. Recognition levels among females are lower than or the same as among males but the order of slogan recognition levels is similar.

Trends in recognition among males and females, which are similar across the 6-year period, include:

- Recognition of *Be All You Can Be* has remained steady over the 6-year period for males (87 to 92 percent) and females (86 to 89 percent) and increased slightly in 1997 for both genders. *Be all You Can Be* continues to be the most recognized military slogan reported by YATS.
- After a gradual increase from 1993 to 1995 for *Get An Edge on Life*, recognition decreased significantly between 1995 and 1997 from 59 to 48 percent for males and 53 to 41 percent for females.
- Recognition of *Full Speed Ahead* showed positive trends from 1992 to 1995 before decreasing in 1996 and 1997.
- Correct identification of *We're Looking For a Few Good Men* decreased from 61 to 54 percent of males and from 37 to 30 percent of females.
- Recognition of the *Aim High* decreased significantly from 88 to 76 percent of males and 70 to 55 percent of females during the 6-year period. Slogan recognition by females for *Aim High* dropped from 63 to 55 percent in 1997.

In general, slogan recognition decreased for males and females between 1996 and 1997. However, recognition of *Be All You Can Be* increased for both males and females.



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Recognition of Service Advertising Slogans**

Table 6-1. Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Males, 1992-1997

Slogan/Response	Year					
	1992 <sup>a</sup>	1993 <sup>b</sup>	1994 <sup>c</sup>	1995 <sup>d</sup>	1996 <sup>e</sup>	1997 <sup>f</sup>
<b>"Be All You Can Be."</b> Army	89 (0.7)*	87 (0.7)*	89 (0.7)*	90 (0.3)*	90 (0.3)*	<b>92 (0.5)</b>
<b>"Get an Edge on Life."</b> Army	64 (1.0)*	52 (0.8)*	57 (0.8)*	59 (0.5)*	53 (0.6)*	<b>48 (0.8)</b>
<b>"You and the ____.</b> <b>Full Speed Ahead."</b> Navy	45 (0.9)*	49 (1.0)	53 (0.8)*	56 (0.7)*	54 (0.8)*	<b>51 (0.6)</b>
<b>"____. Let the Journey Begin. "</b> Navy	n/a	n/a	n/a	n/a	21 (0.5)	<b>20 (0.6)</b>
<b>"The Few. The Proud. ____."</b> Marine Corps	82 (0.7)*	79 (0.8)*	78 (0.8)	77 (0.6)	75 (0.6)	<b>76 (0.7)</b>
<b>"We're Looking</b> <b>For a Few Good Men."</b> Marine Corps	n/a	n/a	61 (0.9)*	64 (0.6)*	60 (0.7)*	<b>54 (0.7)</b>
<b>"Aim High. ____."</b> Air Force	88 (0.7)*	87 (0.7)*	87 (0.6)*	84 (0.5)*	80 (0.5)*	<b>76 (0.6)</b>
<b>"Be Part of the Action."</b> Coast Guard	5 (0.4)*	2 (0.3)*	3 (0.3)*	3 (0.2)*	2 (0.2)*	<b>1 (0.1)</b>
<b>"Jobs That Matter."</b> Coast Guard	n/a	n/a	n/a	n/a	n/a	<b>1 (0.2)</b>
<b>"Make It Happen."</b> Joint Service	n/a	n/a	n/a	0 (NA)	0 (NA)	<b>0 (NA)</b>
<b>"It's a Great Way to Serve."</b> Air Force Reserve	n/a	0 (NA)	0 (NA)	0 (NA)	0 (NA)	<b>0 (NA)</b>
<b>"Americans at Their Best."</b> Army National Guard	n/a	1 (0.2)	2 (0.2)	2 (0.2)	2 (0.2)	<b>2 (0.2)</b>
Air National Guard	n/a	0 (NA)	0 (NA)	0 (NA)	0 (NA)	<b>0 (NA)</b>
<b>"You Can."</b> Army National Guard	n/a	n/a	n/a	n/a	n/a	<b>2 (0.2)</b>

Note: Tabled values are percentages with standard errors in parentheses.

n/a - Slogan was not asked during this administration.

<sup>a</sup>Estimates are based on 3,560 interviews.

<sup>b</sup>Estimates are based on 3,390 interviews.

<sup>c</sup>Estimates are based on 4,231 interviews.

<sup>d</sup>Estimates are based on 7,060 interviews.

<sup>e</sup>Estimates are based on 6,405 interviews.

<sup>f</sup>Estimates are based on 6,050 interviews.

\*Difference from 1997 estimate was statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q612, Q615E, Q615F, Q615I, Q611, Q613A, Q615A, Q615C, Q615P, Q615M, Q615L, Q615K and Q615N.

Table 6-2. Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Females, 1992-1997

Slogan/Response	Year					
	1992 <sup>a</sup>	1993 <sup>b</sup>	1994 <sup>c</sup>	1995 <sup>d</sup>	1996 <sup>e</sup>	1997 <sup>f</sup>
<b>"Be All You Can Be."</b> Army	89 (0.9)	86 (1.0)	86 (0.9)	88 (0.6)	87 (0.6)	<b>88 (0.5)</b>
<b>"Get an Edge on Life."</b> Army	57 (1.3)*	47 (1.4)*	49 (1.3)*	53 (0.9)*	47 (1.0)*	<b>41 (0.8)</b>
<b>"You and the ____.</b> <b>Full Speed Ahead."</b> Navy	31 (1.2)	31 (1.3)	36 (1.3)*	39 (0.8)*	36 (0.8)*	<b>31 (0.8)</b>
<b>"____. Let the Journey Begin. "</b> Navy	n/a	n/a	n/a	n/a	13 (0.7)*	<b>9 (0.5)</b>
<b>"The Few. The Proud. ____."</b> Marine Corps	58 (1.3)*	58 (1.2)*	52 (1.0)*	49 (0.8)*	47 (0.8)*	<b>44 (0.8)</b>
<b>"We're Looking</b> <b>For a Few Good Men."</b> Marine Corps	n/a	n/a	37 (1.1)*	35 (0.9)*	35 (0.8)*	<b>30 (0.9)</b>
<b>"Aim High. ____."</b> Air Force	70 (1.2)*	71 (1.1)*	69 (1.3)*	67 (0.9)*	63 (0.8)*	<b>55 (0.8)</b>
<b>"Be Part of the Action."</b> Coast Guard	3 (0.5)*	1 (0.3)	2 (0.3)*	2 (0.2)*	1 (0.2)	<b>1 (0.2)</b>
<b>"Jobs That Matter."</b> Coast Guard	n/a	n/a	n/a	n/a	n/a	<b>1 (0.1)</b>
<b>"Make It Happen."</b> Joint Service	n/a	n/a	n/a	1 (0.1)	1 (0.1)	<b>0 (NA)</b>
<b>"It's a Great Way to Serve."</b> Air Force Reserve	n/a	0 (NA)	0 (NA)	0 (NA)	0 (NA)	<b>0 (NA)</b>
<b>"Americans at Their Best."</b> Army National Guard	n/a	1 (0.2)	1 (0.2)	1 (0.2)	1 (0.2)	<b>1 (0.1)</b>
Air National Guard	n/a	0 (NA)	0 (NA)	0 (NA)	0 (NA)	<b>0 (NA)</b>
<b>"You Can."</b> Army National Guard	n/a	n/a	n/a	n/a	n/a	<b>1 (0.2)</b>

Note: Tabled values are percentages with standard errors in parentheses.

n/a - Slogan was not asked during this administration.

<sup>a</sup>Estimates are based on 2,014 interviews.

<sup>b</sup>Estimates are based on 1,811 interviews.

<sup>c</sup>Estimates are based on 2,303 interviews.

<sup>d</sup>Estimates are based on 3,723 interviews.

<sup>e</sup>Estimates are based on 3,798 interviews.

<sup>f</sup>Estimates are based on 4,113 interviews.

\*Difference from 1997 estimate was statistically significant at the  $p=.05$  level.

Source: Q402, CALCAGE, Q612, Q615E, Q615F, Q615I, Q611, Q613A, Q615A, Q615C, Q615P, Q615M, Q615L, Q615K and Q615N.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Recognition of Service Advertising Slogans**

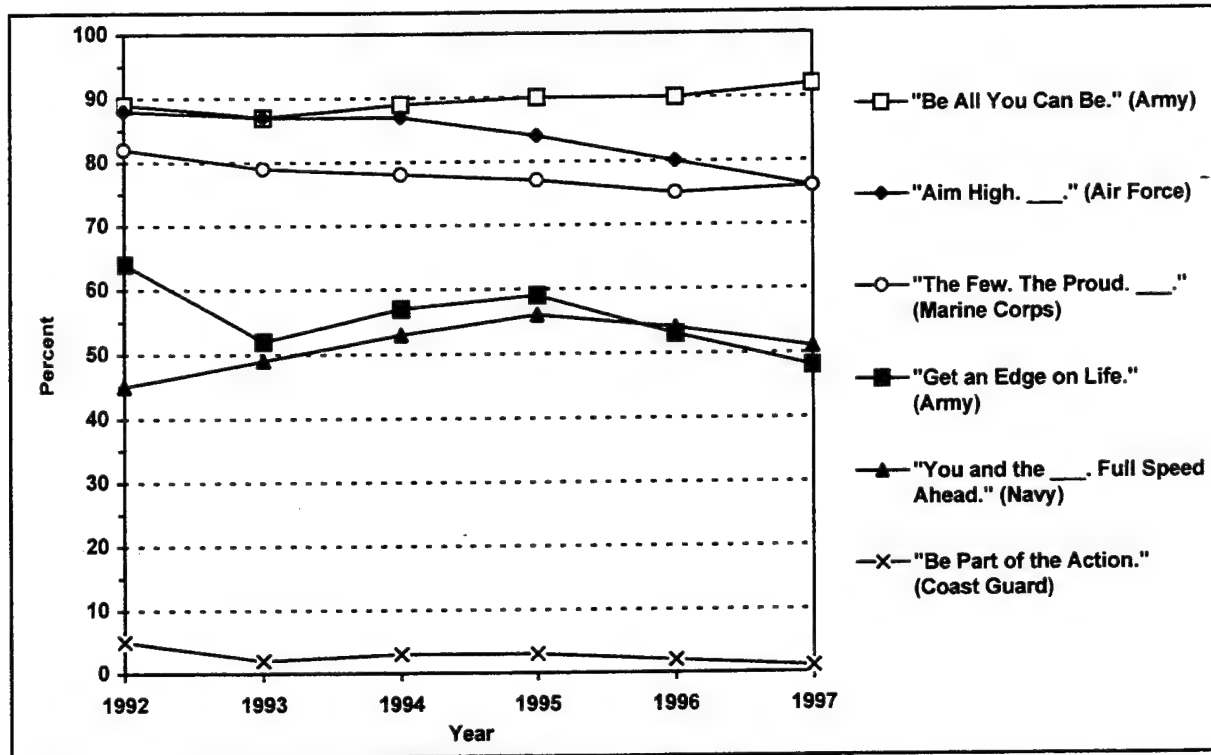


Figure 6-1. Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Males, 1992-1997

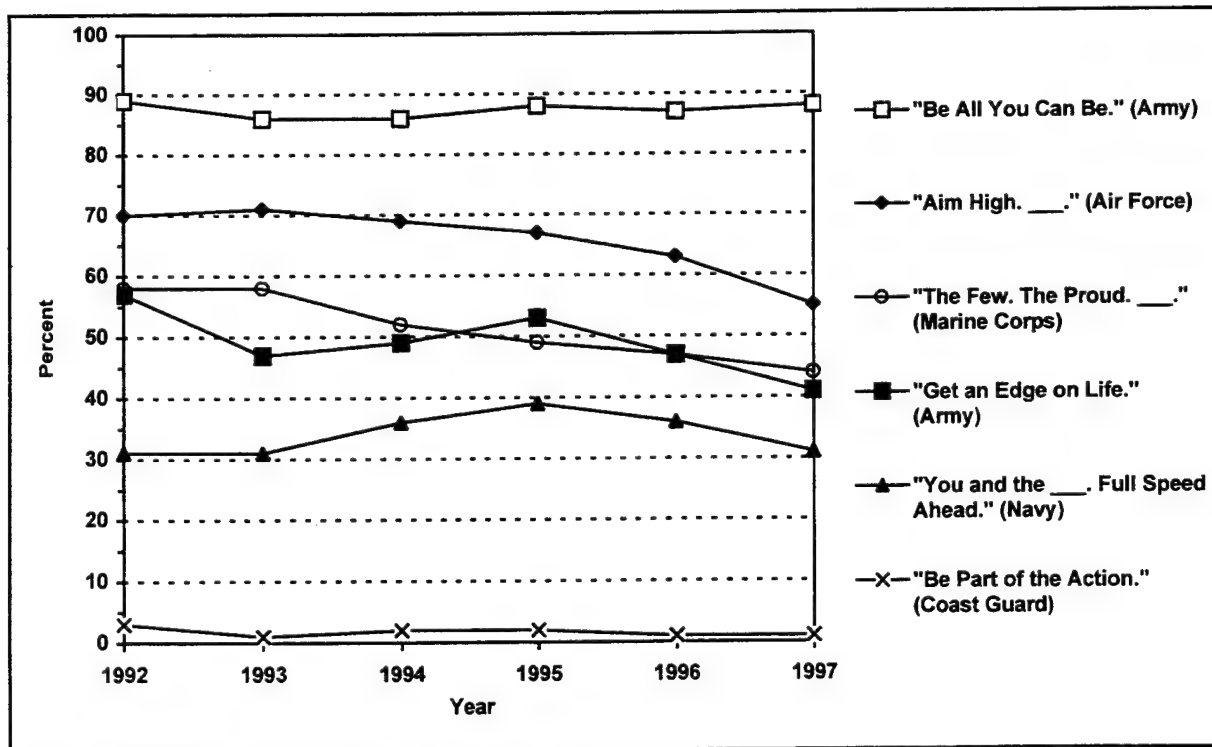


Figure 6-2. Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Females, 1992-1997

---

## Slogan Recognition Among Youth: 1997

Table 6-3 and Figures 6-3A through 6-3D present the percentage of males, overall and by different age groups, who attributed the correct Service associated with each slogan in 1997. Table 6-4 and Figures 6-4A through 6-4D present similar data for females. Tables 6-3 and 6-4 are annotated to designate estimates that are significantly different between age groups.

The level of correct slogan recognition within age groups was similar to that observed overall. As a whole, correct slogan identification was higher among 20-21 and 22-24 year olds than among 16-17 and 18-19 year-olds for both males and females. However, *Be All You Can Be* is more recognized by 16-17 and 18-19 year old males (93 percent) than older males.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Recognition of Service Advertising Slogans**

**Table 6-3. Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Males, by Age**

Slogan/Response	Age				Total <sup>e</sup>
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	
<b>"Be All You Can Be."</b> Army	93 (0.7) <sup>+</sup>	93 (0.8) <sup>&amp;</sup>	92 (0.8)	90 (0.9)	92 (0.5)
<b>"Get an Edge on Life."</b> Army	38 (1.2) <sup>*##+</sup>	49 (1.4) <sup>&amp;</sup>	51 (1.5)	54 (1.6)	48 (0.8)
<b>"You and the ____ Full Speed Ahead."</b> Navy	44 (1.2) <sup>*##+</sup>	51 (1.2)	55 (1.7)	53 (1.2)	51 (0.6)
<b>"____. Let the Journey Begin."</b> Navy	18 (0.9) <sup>##+</sup>	19 (1.0)	22 (1.5)	21 (1.2)	20 (0.6)
<b>"The Few. The Proud. ____."</b> Marine Corps	67 (1.2) <sup>*##+</sup>	75 (1.6) <sup>@&amp;</sup>	79 (1.2)	81 (1.2)	76 (0.7)
<b>"We're Looking For a Few Good Men."</b> Marine Corps	43 (1.2) <sup>*##+</sup>	52 (1.6) <sup>&amp;</sup>	56 (1.5) <sup>^</sup>	64 (1.5)	54 (0.7)
<b>"Aim High. ____."</b> Air Force	63 (1.3) <sup>*##+</sup>	75 (1.5) <sup>@&amp;</sup>	82 (1.4)	83 (1.1)	76 (0.6)
<b>"Be Part of the Action."</b> Coast Guard	1 (0.3)	2 (0.4)	2 (0.3)	1 (0.3)	1 (0.1)
<b>"Jobs That Matter."</b> Coast Guard	1 (0.3)	2 (0.3)	1 (0.3)	1 (0.3)	1 (0.2)
<b>"Make It Happen."</b> Joint Service	0 (NA)	1 (0.3)	0 (NA)	0 (NA)	0 (NA)
<b>"It's a Great Way to Serve."</b> Air Force Reserve	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
<b>"Americans at Their Best."</b> Army National Guard	2 (0.3)	1 (0.3)	1 (0.4)	2 (0.4)	2 (0.2)
Air National Guard	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
<b>"You Can."</b> Army National Guard	2 (0.3)	2 (0.4)	2 (0.4)	1 (0.3)	2 (0.2)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 2,047 interviews.

<sup>b</sup>Estimates are based on 1,430 interviews.

<sup>c</sup>Estimates are based on 1,177 interviews.

<sup>d</sup>Estimates are based on 1,396 interviews.

<sup>e</sup>Estimates are based on 6,050 interviews.

\*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.

#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

+Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

@Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

^Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, Q612, Q615E, Q615F, Q615I, Q611, Q613A, Q615A, Q615C, Q615P, Q615M, Q615L, Q615K and Q615N.

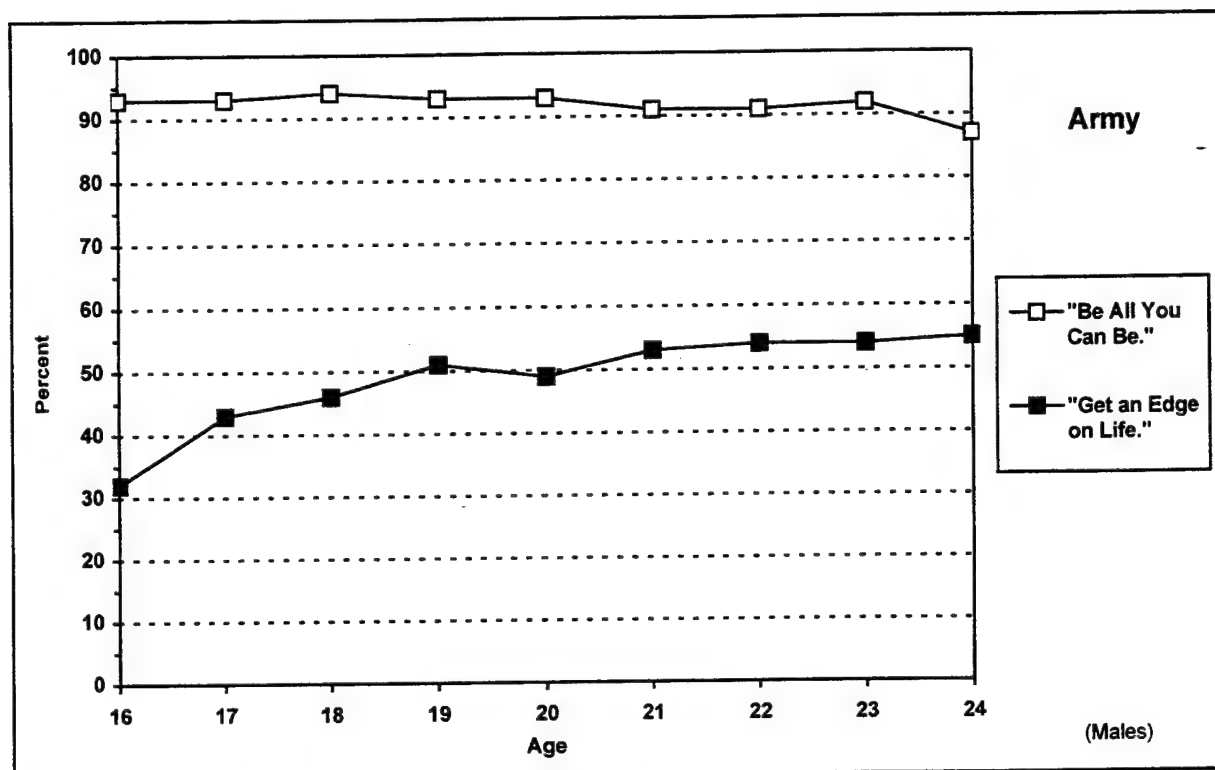


Figure 6-3A. Fall 1997 YATS - Slogan Recognition Among Males, by Single Year of Age - Army

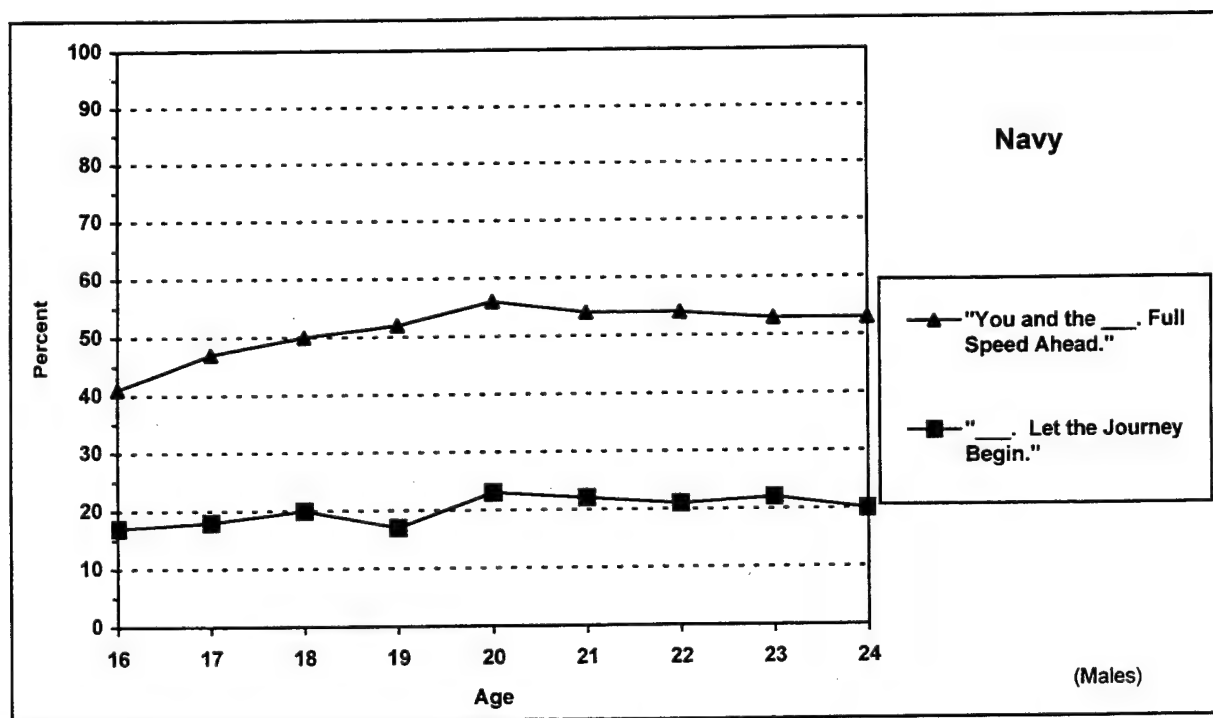


Figure 6-3B. Fall 1997 YATS - Slogan Recognition Among Males, by Single Year of Age - Navy

Youth Attitude Tracking Study 1997: Propensity and Advertising Report  
Recognition of Service Advertising Slogans

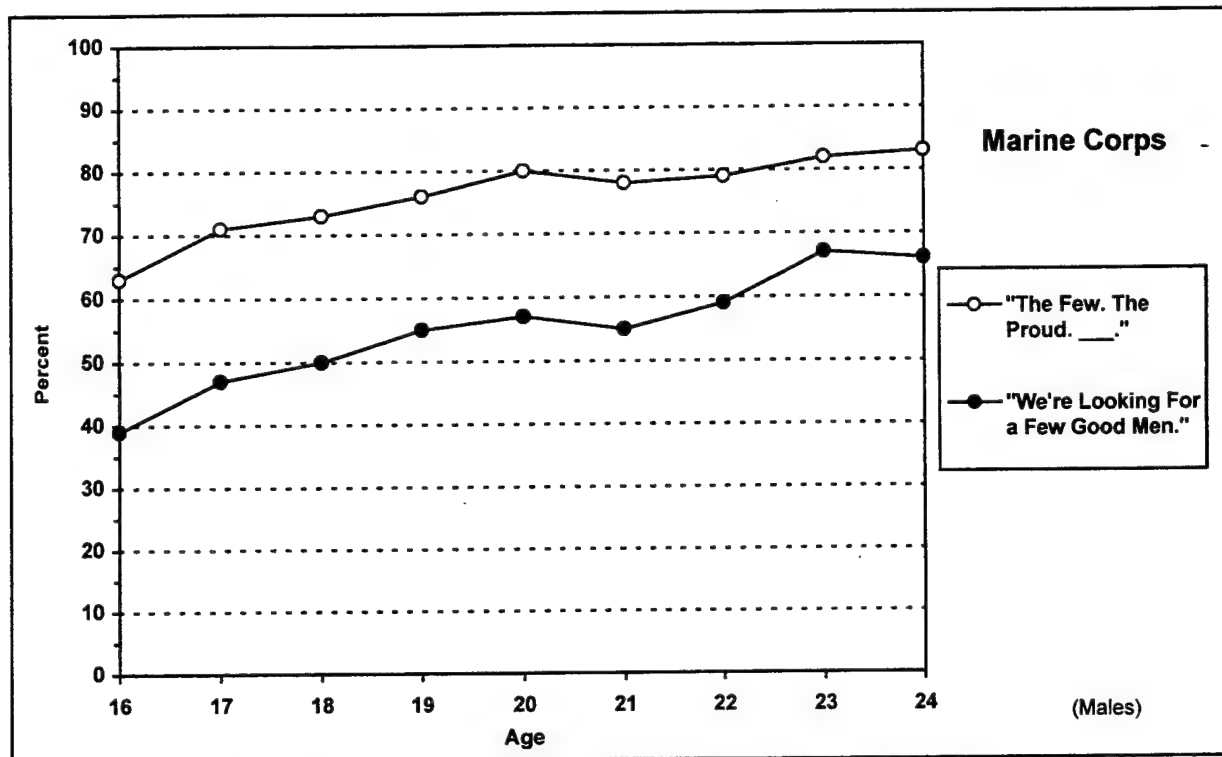


Figure 6-3C. Fall 1997 YATS - Slogan Recognition Among Males, by Single Year of Age - Marine Corps

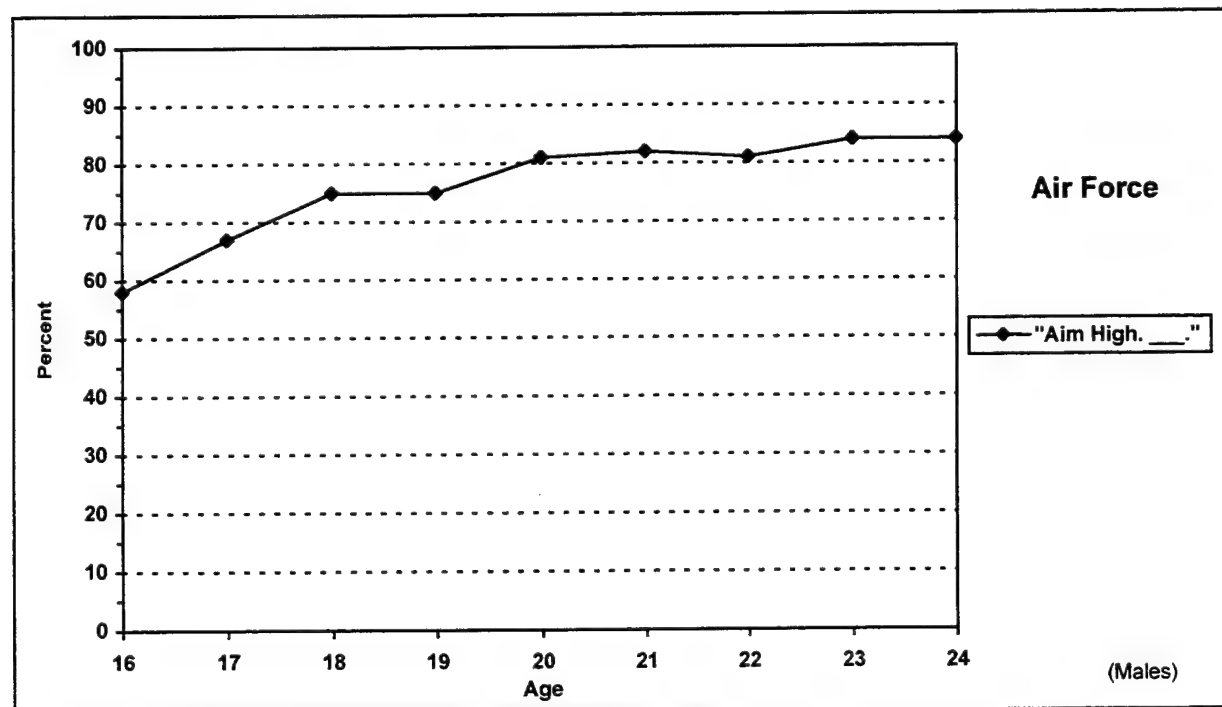


Figure 6-3D. Fall 1997 YATS - Slogan Recognition Among Males, by Single Year of Age - Air Force

Table 6-4. Fall 1997 YATS - Percentage of Correct Slogan Recognition Among Females, by Age

Slogan/Response	Age				Total <sup>e</sup>
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	
"Be All You Can Be." Army	87 (1.1) <sup>+</sup>	86 (1.5) <sup>&amp;</sup>	89 (1.2)	90 (0.9)	88 (0.5)
"Get an Edge on Life." Army	27 (1.1) <sup>*#+</sup>	40 (1.6) <sup>@&amp;</sup>	50 (1.9)	46 (1.9)	41 (0.8)
"You and the ____. Full Speed Ahead." Navy	24 (1.1) <sup>*#+</sup>	31 (1.3) <sup>@</sup>	38 (1.8)	32 (1.6)	31 (0.8)
"____. Let the Journey Begin." Navy	8 (0.8)	9 (1.0)	10 (1.0)	10 (1.1)	9 (0.5)
"The Few. The Proud. ____." Marine Corps	29 (1.5) <sup>*#+</sup>	35 (1.7) <sup>@&amp;</sup>	47 (1.6) <sup>^</sup>	61 (1.4)	44 (0.8)
"We're Looking For a Few Good Men." Marine Corps	19 (1.0) <sup>*#+</sup>	25 (1.5) <sup>@&amp;</sup>	33 (1.8) <sup>^</sup>	40 (2.1)	30 (0.9)
"Aim High. ____." Air Force	40 (1.3) <sup>*#+</sup>	49 (2.0) <sup>@&amp;</sup>	61 (1.8) <sup>^</sup>	66 (1.6)	55 (0.8)
"Be Part of the Action." Coast Guard	1 (0.2)	1 (0.3)	1 (0.3)	1 (0.4)	1 (0.2)
"Jobs That Matter." Coast Guard	1 (0.2)	1 (0.2)	1 (0.3)	1 (0.2)	1 (0.1)
"Make It Happen." Joint Service	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
"It's a Great Way to Serve." Air Force Reserve	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
"Americans at Their Best." Army National Guard	1 (0.2)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.1)
Air National Guard	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
"You Can." Army National Guard	2 (0.4)	1 (0.4)	1 (0.4)	1 (0.3)	1 (0.2)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 1,331 interviews.

<sup>b</sup>Estimates are based on 948 interviews.

<sup>c</sup>Estimates are based on 839 interviews.

<sup>d</sup>Estimates are based on 995 interviews.

<sup>e</sup>Estimates are based on 4,113 interviews.

\*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the  $p=.05$  level.

#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the  $p=.05$  level.

+Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the  $p=.05$  level.

@Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the  $p=.05$  level.

&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the  $p=.05$  level.

^Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the  $p=.05$  level.

Source: Q402, CALCAGE, Q612, Q615E, Q615F, Q615I, Q611, Q613A, Q615A, Q615C, Q615P, Q615M, Q615L, Q615K and Q615N.



**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Recognition of Service Advertising Slogans**

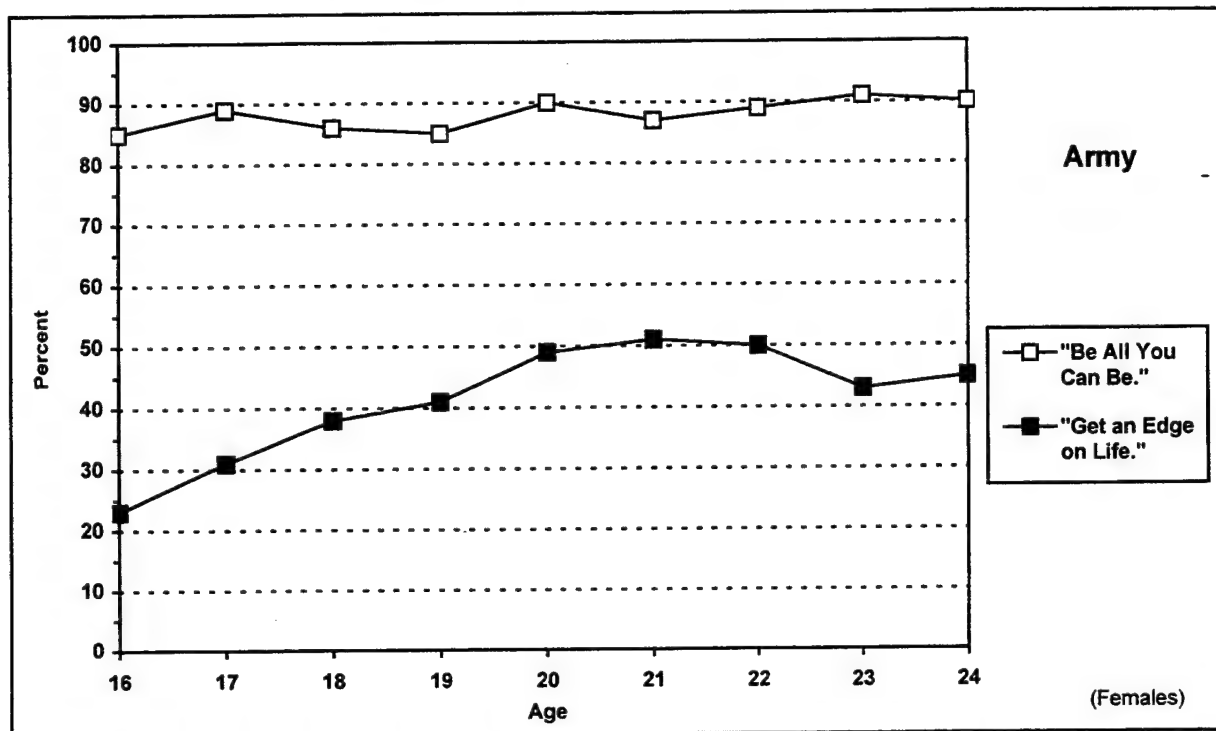


Figure 6-4A. Fall 1997 YATS - Slogan Recognition Among Females, by Single Year of Age - Army

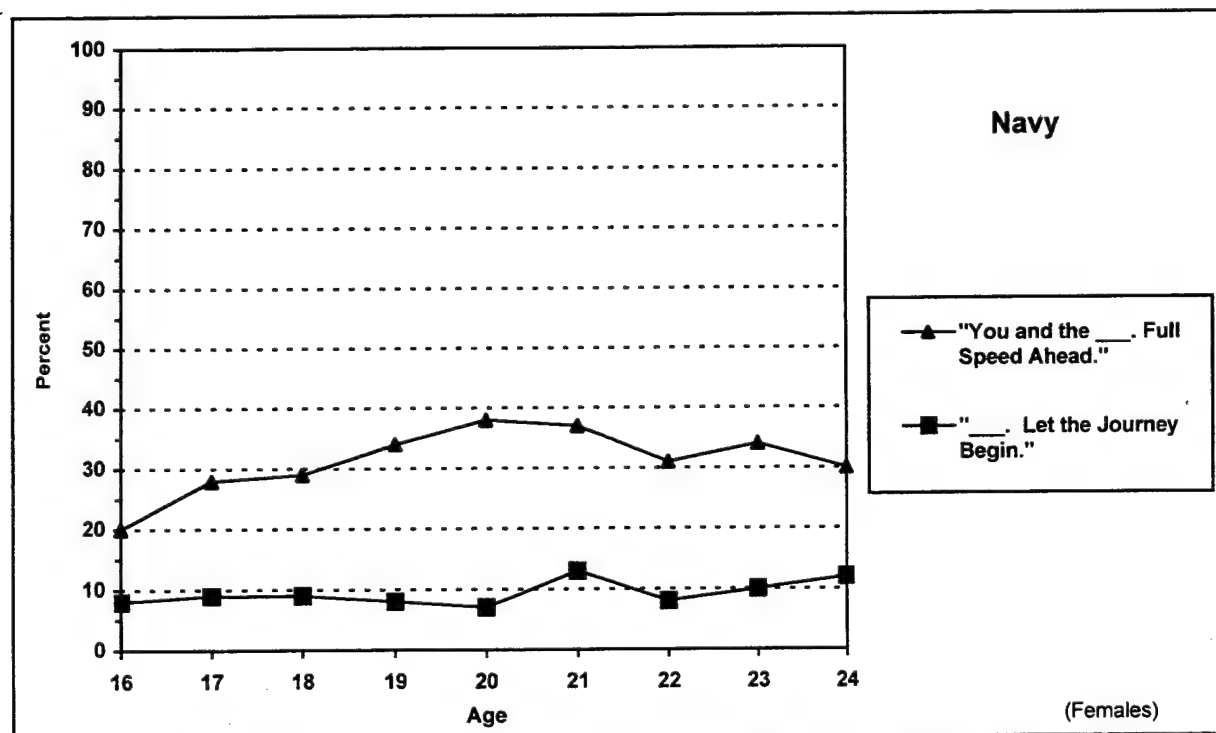


Figure 6-4B. Fall 1997 YATS - Slogan Recognition Among Females, by Single Year of Age - Navy

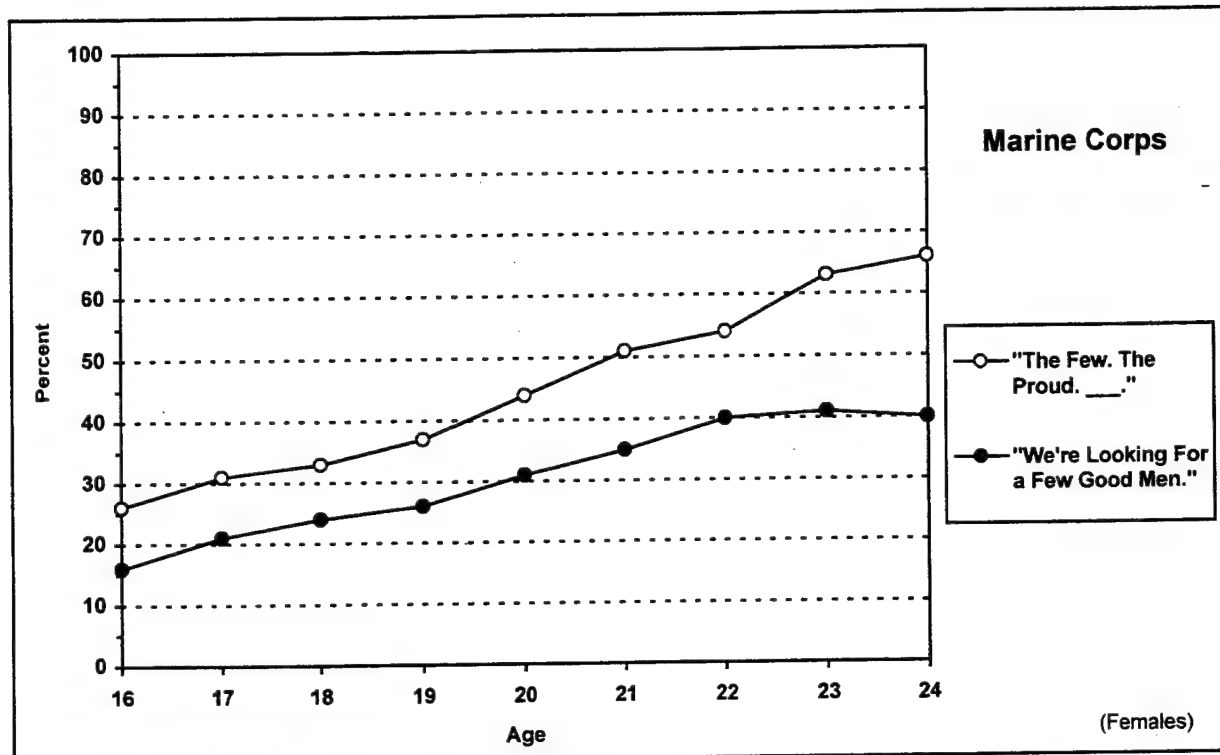


Figure 6-4C. Fall 1997 YATS - Slogan Recognition Among Females, by Single Year of Age - Marine Corps

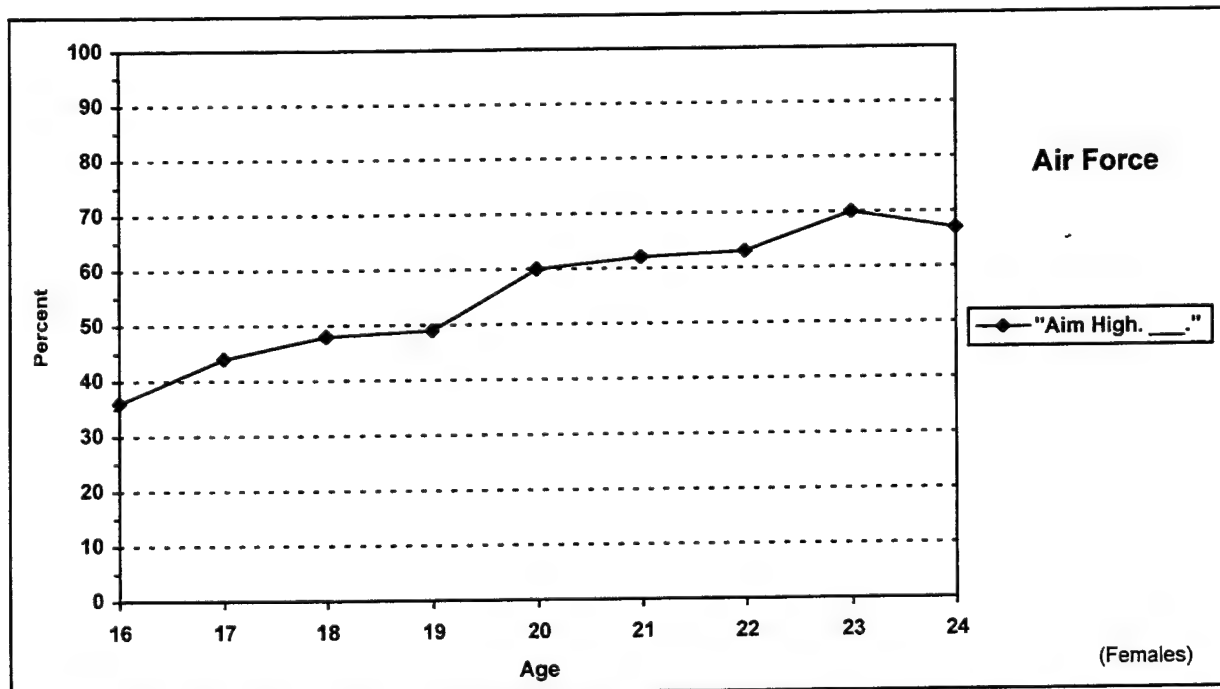


Figure 6-4D. Fall 1997 YATS - Slogan Recognition Among Females, by Single Year of Age - Air Force

## Incorrect Slogan Identification

In addition to findings of correct recognition, there are also findings among incorrect responses which provide valuable information. Table 6-5 (males) and Table 6-6 (females) present the percentage of youth that identified certain Services for each slogan, correct and incorrect, along with the percentage of respondents who answered "Don't Know." Only incorrect and "Don't Know" responses which appeared more frequently than the correct response are presented in the tables. Shaded rows in the tables indicate the correct response and are identical to data found in Tables 6-3 and 6-4.

Some respondents seem to guess at the identification of slogans as seen by data which corresponds to recognition of the new National Guard slogan, *You Can*. Although 63 percent of males and 71 percent females reported that they did not know which Service used the slogan, 35 percent of males and 28 percent of females appeared to have guessed. Most youth (13 percent of males and 12 percent of females) incorrectly associated the slogan with the Army. As a general rule, males appear to guess more than females

For all but one slogan, the most common incorrect identification is with the Army. The exception: the National Guard slogan *Americans at Their Best* is attributed to the Marine Corps more than to any other Service.

Table 6-5. Fall 1997 YATS - Slogan Recognition Among Males, by Age

Slogan/Response	Age				Total <sup>e</sup>
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	
<b>"... Let the Journey Begin."</b>					
Navy	18 (0.9)	19 (1.0)	22 (1.5)	21 (1.1)	20 (0.6)
Don't Know/Refused	61 (1.2)	61 (1.3)	58 (1.5)	60 (1.4)	60 (0.6)
<b>"Be Part of the Action."</b>					
Coast Guard	1 (0.3)	2 (0.4)	2 (0.3)	1 (0.3)	1 (0.1)
Army	20 (0.8)	20 (1.1)	21 (1.3)	21 (1.0)	20 (0.4)
Navy	6 (0.4)	6 (0.7)	7 (0.7)	5 (0.6)	6 (0.3)
Marine Corps	4 (0.5)	3 (0.4)	3 (0.6)	3 (0.5)	3 (0.3)
Air Force	4 (0.5)	4 (0.4)	3 (0.5)	4 (0.7)	4 (0.3)
Don't Know/Refused	63 (0.9)	63 (1.4)	61 (1.5)	63 (1.3)	63 (0.6)
<b>"Jobs That Matter."</b>					
Coast Guard	1 (0.3)	2 (0.3)	1 (0.3)	1 (0.3)	1 (0.1)
Army	12 (0.7)	15 (0.9)	16 (1.3)	17 (1.0)	15 (0.5)
Navy	5 (0.5)	6 (0.6)	5 (0.8)	6 (0.7)	6 (0.3)
Marine Corps	2 (0.4)	3 (0.4)	3 (0.6)	2 (0.4)	2 (0.2)
Air Force	3 (0.3)	5 (0.6)	5 (0.7)	5 (0.7)	5 (0.3)
Don't Know/Refused	76 (1.1)	68 (1.3)	66 (1.4)	66 (1.5)	68 (0.7)
<b>"Make It Happen."</b>					
Joint Service	0 (NA)	1 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	11 (0.7)	10 (0.8)	11 (1.0)	12 (0.9)	11 (0.4)
Navy	6 (0.5)	4 (0.6)	5 (0.6)	5 (0.8)	5 (0.3)
Marine Corps	7 (0.6)	9 (0.7)	8 (0.9)	7 (0.8)	8 (0.4)
Air Force	5 (0.5)	6 (0.7)	7 (0.7)	9 (0.9)	7 (0.3)
Don't Know/Refused	69 (1.2)	68 (1.3)	67 (1.4)	64 (1.2)	67 (0.6)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 2,647 interviews.

<sup>b</sup>Estimates are based on 1,430 interviews.

<sup>c</sup>Estimates are based on 1,177 interviews.

<sup>d</sup>Estimates are based on 1,396 interviews.

<sup>e</sup>Estimates are based on 6,050 interviews.

Source: Q402, CALCAGE, Q610, Q615I, Q615C and Q615M.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Recognition of Service Advertising Slogans**

Table 6-5. Fall 1997 YATS - Slogan Recognition Among Males, by Age (continued)

Slogan/Response	Age				Total <sup>e</sup>
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	
<b>"It's a Great Way to Serve."</b>					
Air Force Reserve	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	12 (0.8)	11 (0.9)	9 (0.9)	11 (0.9)	11 (0.4)
Navy	4 (0.5)	4 (0.6)	4 (0.7)	4 (0.5)	4 (0.3)
Marine Corps	7 (0.6)	7 (0.7)	8 (0.9)	7 (0.8)	7 (0.4)
Air Force	4 (0.4)	4 (0.6)	4 (0.6)	7 (0.8)	5 (0.4)
Coast Guard	2 (0.3)	2 (0.4)	1 (0.3)	2 (0.4)	2 (0.2)
Army National Guard	2 (0.3)	2 (0.4)	2 (0.4)	3 (0.5)	2 (0.2)
Army Reserve	2 (0.3)	2 (0.4)	2 (0.4)	2 (0.4)	2 (0.2)
Don't Know/Refused					
<b>"Americans at Their Best."</b>					
Army National Guard	2 (0.3)	1 (0.3)	1 (0.4)	2 (0.4)	2 (0.2)
Air National Guard	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	12 (0.7)	10 (0.9)	10 (0.9)	9 (0.8)	10 (0.4)
Navy	4 (0.4)	5 (0.6)	4 (0.6)	5 (0.7)	5 (0.3)
Marine Corps	13 (0.8)	15 (1.0)	16 (1.2)	16 (1.0)	15 (0.5)
Don't Know/Refused					
<b>"You Can."</b>					
Army National Guard	2 (0.3)	2 (0.4)	2 (0.4)	1 (0.3)	2 (0.2)
Army	13 (0.6)	13 (0.9)	13 (1.0)	13 (1.1)	13 (0.4)
Navy	10 (0.7)	10 (0.8)	7 (0.8)	9 (0.8)	9 (0.4)
Marine Corps	6 (0.6)	6 (0.7)	6 (0.8)	6 (0.7)	6 (0.3)
Air Force	6 (0.6)	6 (0.6)	7 (0.7)	6 (0.7)	6 (0.4)
Don't Know/Refused	62 (1.1)	62 (1.2)	63 (1.3)	63 (1.5)	63 (0.7)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 2,047 interviews.

<sup>b</sup>Estimates are based on 1,430 interviews.

<sup>c</sup>Estimates are based on 1,177 interviews.

<sup>d</sup>Estimates are based on 1,396 interviews.

<sup>e</sup>Estimates are based on 6,050 interviews.

Source: Q402, CALCAGE, Q615L, and Q615K.

Table 6-6. Fall 1997 YATS - Slogan Recognition Among Females, by Age

Slogan/Response	Age				Total <sup>e</sup>
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	
<b>"Get an Edge on Life."</b>					
Army	27 (1.1)	40 (1.6)	50 (1.9)	46 (1.9)	41 (0.8)
Don't Know/Refused	60 (1.4)	46 (1.8)	33 (1.8)	34 (1.5)	43 (0.8)
<b>"Full Speed Ahead. "</b>					
Navy	24 (1.1)	31 (1.3)	38 (1.8)	32 (1.6)	31 (0.8)
Don't Know/Refused	50 (1.3)	42 (1.7)	35 (1.7)	41 (1.4)	42 (0.7)
<b>"_____. Let the Journey Begin. "</b>					
Navy	8 (0.8)	9 (1.0)	10 (1.0)	10 (1.1)	9 (0.5)
Don't Know/Refused	79 (1.3)	77 (1.6)	74 (1.4)	74 (1.3)	76 (0.6)
<b>"We're Looking For a Few Good Men. "</b>					
Marine Corps	19 (1.0)	25 (1.5)	33 (1.8)	40 (2.1)	30 (0.9)
Don't Know/Refused	46 (1.4)	37 (1.6)	24 (1.8)	23 (1.6)	32 (0.9)
<b>"Be Part of the Action."</b>					
Coast Guard	1 (0.2)	1 (0.3)	1 (0.3)	1 (0.4)	1 (0.2)
Army	13 (1.0)	16 (1.4)	18 (1.5)	20 (1.3)	17 (0.6)
Navy	5 (0.5)	4 (0.7)	6 (0.9)	6 (0.8)	5 (0.4)
Marine Corps	2 (0.4)	2 (0.5)	4 (0.7)	3 (0.5)	3 (0.3)
Air Force	2 (0.4)	3 (0.6)	2 (0.7)	3 (0.5)	3 (0.3)
Don't Know/Refused	75 (1.2)	72 (1.6)	67 (1.8)	67 (1.5)	70 (0.8)
<b>"Jobs That Matter."</b>					
Coast Guard	1 (0.2)	1 (0.2)	1 (0.3)	1 (0.2)	1 (0.1)
Army	8 (0.7)	9 (1.0)	11 (1.0)	13 (1.1)	11 (0.6)
Navy	3 (0.5)	3 (0.7)	3 (0.7)	3 (0.5)	3 (0.3)
Marine Corps	2 (0.4)	2 (0.4)	3 (0.7)	2 (0.5)	2 (0.3)
Air Force	3 (0.5)	2 (0.5)	4 (0.9)	4 (0.9)	3 (0.4)
Don't Know/Refused	82 (1.2)	81 (1.5)	76 (1.5)	75 (1.8)	78 (0.9)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 1,331 interviews.

<sup>b</sup>Estimates are based on 948 interviews.

<sup>c</sup>Estimates are based on 839 interviews.

<sup>d</sup>Estimates are based on 995 interviews.

<sup>e</sup>Estimates are based on 4,113 interviews.

Source: Q402, CALCAGE, Q610, Q615I, Q615C and Q615M.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Recognition of Service Advertising Slogans**

Table 6-6. Fall 1997 YATS - Slogan Recognition Among Females, by Age (continued)

Slogan/Response	Age				Total <sup>e</sup>
	16-17 Year-Olds <sup>a</sup>	18-19 Year-Olds <sup>b</sup>	20-21 Year-Olds <sup>c</sup>	22-24 Year-Olds <sup>d</sup>	
<b>"Make It Happen."</b>					
Joint Service	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	9 (0.8)	8 (0.9)	10 (1.1)	11 (1.2)	10 (0.5)
Navy	4 (0.6)	4 (0.7)	6 (1.1)	4 (0.6)	4 (0.4)
Marine Corps	4 (0.6)	4 (0.7)	5 (0.8)	6 (0.7)	5 (0.4)
Air Force	3 (0.5)	3 (0.7)	3 (0.7)	6 (0.8)	4 (0.4)
Don't Know/Refused	78 (1.3)	77 (1.5)	74 (1.7)	72 (1.5)	75 (0.8)
<b>"It's a Great Way to Serve."</b>					
Air Force Reserve	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	12 (1.0)	11 (1.0)	11 (1.4)	12 (1.1)	12 (0.6)
Navy	3 (0.6)	4 (0.8)	3 (0.6)	3 (0.5)	3 (0.3)
Marine Corps	4 (0.6)	5 (0.8)	6 (0.8)	5 (0.8)	5 (0.4)
Air Force	2 (0.4)	1 (0.5)	5 (0.8)	3 (0.6)	3 (0.3)
Army National Guard	1 (0.3)	1 (0.3)	2 (0.5)	1 (0.3)	1 (0.2)
Don't Know/Refused	75 (1.2)	77 (1.4)	69 (1.6)	72 (1.7)	73 (0.8)
<b>"Americans at Their Best."</b>					
Army National Guard	1 (0.2)	1 (0.3)	1 (0.3)	1 (0.3)	1 (0.1)
Air National Guard	0 (NA)	0 (NA)	0 (NA)	0 (NA)	0 (NA)
Army	10 (0.7)	9 (1.0)	7 (0.9)	7 (0.7)	8 (0.4)
Navy	4 (0.6)	4 (0.7)	3 (0.8)	4 (0.6)	4 (0.3)
Marine Corps	6 (0.7)	8 (1.0)	12 (1.2)	10 (1.3)	9 (0.5)
Don't Know/Refused	75 (1.4)	75 (1.6)	74 (1.5)	74 (1.5)	75 (0.8)
<b>"You Can."</b>					
Army National Guard	2 (0.4)	1 (0.4)	1 (0.4)	1 (0.3)	1 (0.2)
Army	9 (1.0)	11 (1.3)	12 (1.3)	13 (1.3)	12 (0.8)
Navy	6 (0.6)	6 (1.0)	7 (1.0)	5 (0.8)	6 (0.4)
Marine Corps	4 (0.6)	5 (0.8)	4 (0.8)	4 (0.7)	4 (0.4)
Air Force	3 (0.6)	3 (0.5)	4 (0.6)	5 (0.7)	4 (0.3)
Don't Know/Refused	73 (1.2)	71 (1.8)	70 (1.6)	72 (1.7)	71 (0.8)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>a</sup>Estimates are based on 1,331 interviews.

<sup>b</sup>Estimates are based on 948 interviews.

<sup>c</sup>Estimates are based on 839 interviews.

<sup>d</sup>Estimates are based on 995 interviews.

<sup>e</sup>Estimates are based on 4,113 interviews.

Source: Q402, CALCAGE, Q615L, and Q615K.

## Summary of Slogan Recognition

**Y**ATS respondents are asked to identify slogans used in military advertising campaigns as one measure of advertising awareness. Although recognition of slogans remains higher among males than females, many similar trends in slogan recognition exist among males and females. For example, correct recognition levels of slogans was similar for both genders and, on the whole, slogan recognition decreased among all youth in 1997. Correct recognition was most frequent for the Army slogan *Be All You Can Be* (which showed a slight increase in recognition among males and females), the Air Force slogan *Aim High*, and the Marine Corps slogan *The Few. The Proud.* (which showed a slight increase among males). Recognition was generally higher among 20-24 year olds than 16-19 year olds for both males and females.

Slogans used by the Coast Guard, Reserves, National Guard, and the Joint Service Advertising Program were recognized by 2 percent or less of the youth in 1997. Generally, incorrect slogan identifications favor the Army, although the Marine Corps was most frequently identified with the National Guard slogan *Americans at Their Best*.



## 7. MEDIA HABITS AND INTERNET USAGE AMONG THE 1997 YATS POPULATION

The increased popularity and affordability of personal computing in recent years has put computers in many homes across the nation. This increase in personal computing has also led to a boom in Internet services and usage. Today one may find an Internet Service Provider within a local phone call from most homes in America. This availability has driven the cost of Internet access down so that many households can afford to subscribe to Internet service. This, along with the vast amount of quality information that is now available on the "Net," has led to increased Internet usage.

The Recruiting Services are taking advantage of this emerging technology to reach youth. YATS, with its national reach across American youth, is an obvious platform to measure Internet usage in general, and awareness of the Services' recruiting efforts in particular. Internet questions were first introduced to the YATS in 1996, and modified in 1997.

This chapter compares youths' exposure to various media, including television, radio and print as well as the Internet. More detailed results on Internet usage show modes of accessing the Internet, access levels to Service web sites, and differences from 1996 to 1997. It presents estimates and standard errors separately for males and females and breaks out results by demographics such as age, race/ethnicity, and school status.

### Media Habits of Youth

The 1997 YATS included seven media habits questions about TV, radio, magazines, newspaper, and the Internet:

*"How much time did you spend yesterday ...*

*... watching TV?*

*... watching TV, including the time the TV was on as background?*

*... listening to the radio?*

*... listening to the radio, including time spent in a car?*

*... reading magazines?*

*... reading newspapers?*

*... on the Internet?*

During the development of the questions, we found, without prompting, some people estimating time watching television took into account the time their television was on "in the background" and some did not. Similarly, some people estimating time listening to the radio took into account the time driving in their car and some did not. Consequently, we introduced two forms of television and radio questions, and randomly selected one of each pair to ask each respondent. Each respondent was asked 5 media habit questions, including one of the two versions about television, and one of the two versions about radio.

Because the media habits questions refer to a particular day of the week ("yesterday"), responses depended on the day of the week the YATS interview was conducted. For example, more youth watch television on Thursday evenings than on other evenings. Thus, people interviewed on Friday would be more likely to say they watched television "yesterday" than people interviewed other days. Weighting adjustments were made so that the statistics presented accurately represent the average for all 7 days of the week. Details of these adjustments are shown in Appendix A.

For each media activity, Table 7-1 presents the percentage of youth who stated they had spent "no time" on the previous day. The Table also presents the average time (in minutes) for each specific media (those spending no time watching television, listening to the radio, etc., were not included in the average). For example, 68.2 percent of the males and 74.1 percent of the females reported they had not been on the Internet the day prior to their YATS interview. The average time on the Internet, among those who had been on, was 87.8 minutes for the men, 72.7 minutes for the women.

The distribution of time spent is shown in Figures 7-1A through 7-1G. Figure 7-1B shows, for example, about 23 percent of females, and slightly more males, spent about 2 hours<sup>1</sup> watching television each day, including the time the television was on "in the background." Clearly, youth spend far more time watching television and listening to the radio than they do reading newspapers and magazines. Figures 7-1E and 7-1F show few youth spend more than an hour a day reading magazines or the newspaper; Figures 7-1A through 7-1D show many youth watch television or listen to the radio for 4 hours or more per day. Youth spend far less time on the Internet than watching television or listening to the radio. But they spend more time on the Internet than reading magazines and newspapers.

---

<sup>1</sup> The time spent shown in Figures 7-1A through 7-1G actually represent ranges of responses. 1 - 19 minutes is labeled "15 mins;" 20 - 49 minutes is labeled "30 mins;" 50 - 79 minutes is labeled "1 hr;" 80 - 139 minutes is labeled "2 hrs;" 140 - 199 minutes is labeled "3 hrs;" 200 to 259 minutes is labeled "4 hrs;" 260 - 319 minutes is labeled "5 hrs;" and more than 320 minutes is labeled "> 5 hrs." Generally, the label matches the modal response in each category. For example, of those who spent some time watching television, but no more than 20 minutes, "15 minutes" was the most frequent response.

Table 7-1. Fall 1997 YATS – Media Habits, by Gender

Question	<u>Males</u>		<u>Females</u>	
	Percent Spending No Time	Mean Time <sup>1</sup> (in Minutes)	Percent Spending No Time	Mean Time <sup>1</sup> (in Minutes)
How much time did you spend yesterday...?				
Watching TV	14.8 (0.8)	132.6 (2.8)	17.7 (0.7)	131.5 (3.3)
Watching TV, including the time the TV was on as background	11.2 (0.6)	158.2 (3.0)	13.6 (0.7)	178.6 (4.7)
Listening to the radio	14.9 (0.7)	148.6 (3.7)	17.1 (1.1)	140.4 (3.4)
Listening to the radio, including time spent in a car	8.2 (0.6)	173.3 (3.3)	9.0 (0.8)	166.6 (4.9)
Reading magazines	54.1 (0.7)	50.4 (0.9)	62.0 (0.8)	51.6 (1.2)
Reading newspapers	41.0 (0.8)	34.7 (0.5)	50.3 (0.9)	34.6 (0.8)
On the Internet	68.2 (0.8)	87.8 (2.8)	74.1 (0.9)	72.7 (2.8)

Note: Tabled values are percentages with standard errors in parentheses.

<sup>1</sup> Computations excluded responses that were greater than 16 hours for TV, radio, and Internet and greater than 5 hours for magazines and newspaper. These responses were considered to be outliers and were dropped from the analysis.

Source: Q402, Q590A, Q590A1, Q595A, Q595A1, Q600C, Q596A, and Q608E2.

In general, the media habits of males and females are similar. Males are somewhat more likely than females to watch television, listen to the radio, read a magazine or newspaper, or get on the Internet on any particular day, and average times spent by men in various media habits are somewhat greater. An exception: more females are likely to have the television on “in the background” for over 5 hours a day.

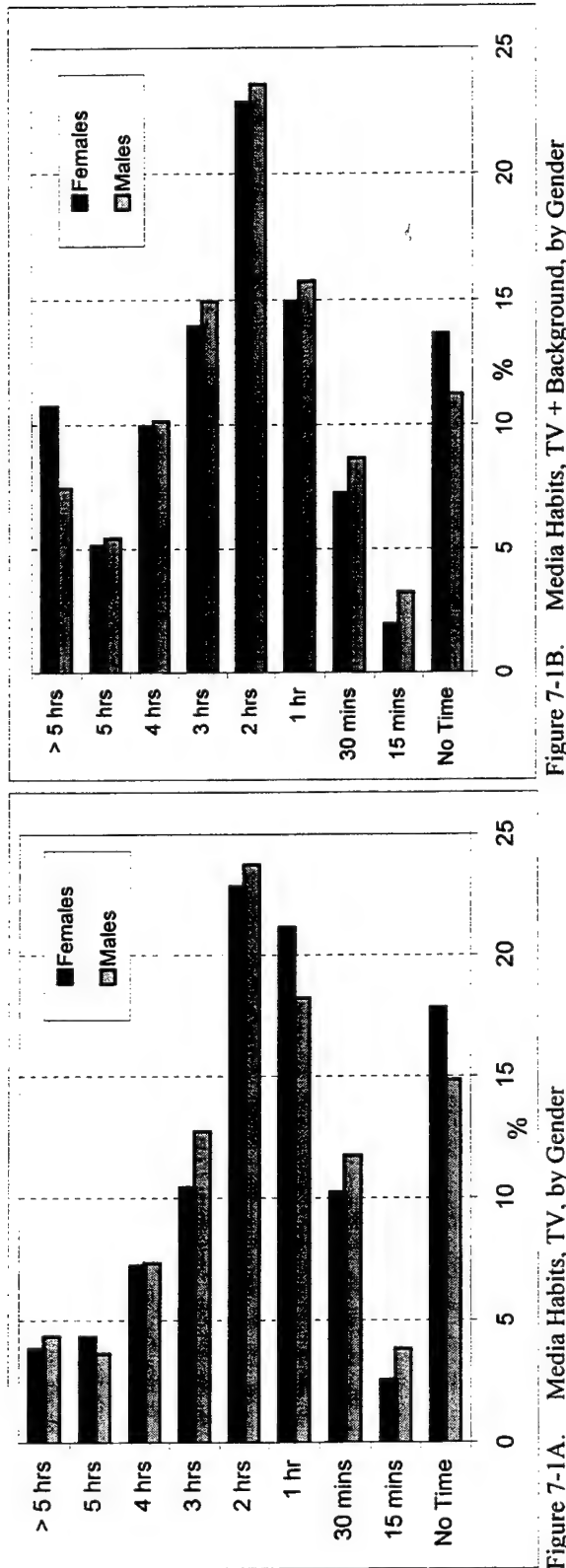


Figure 7-1B. Media Habits, TV + Background, by Gender

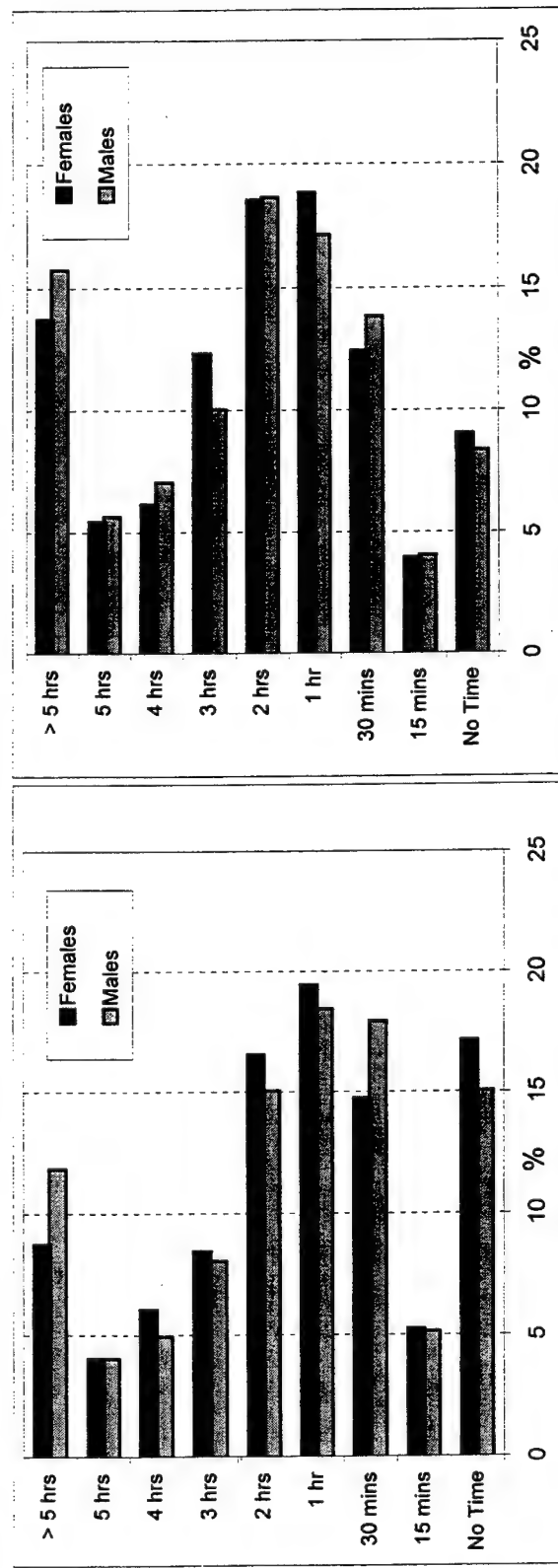


Figure 7-1D. Media Habits, Radio + Car, by Gender

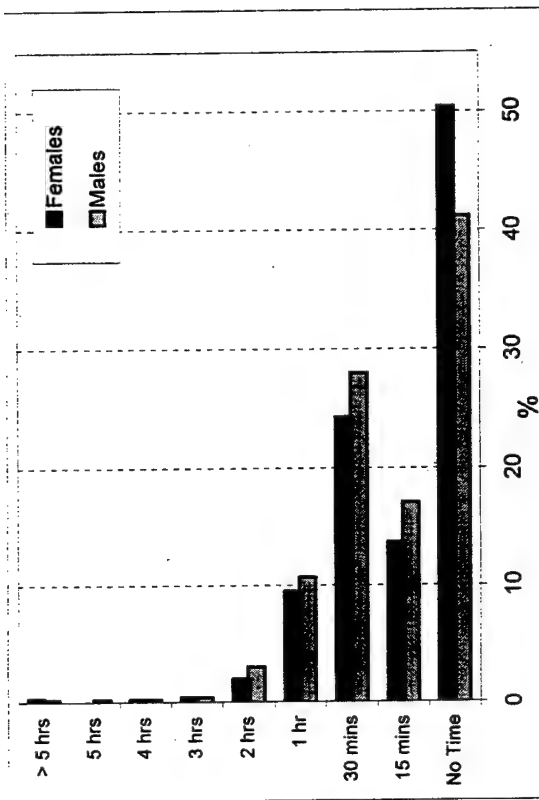


Figure 7-1F. Media Habits, Newspaper, by Gender

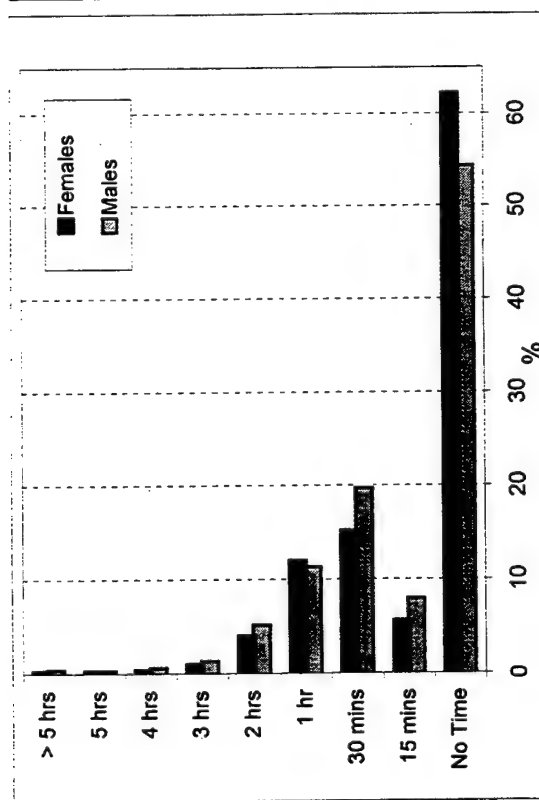


Figure 7-1E. Media Habits, Magazines, by Gender

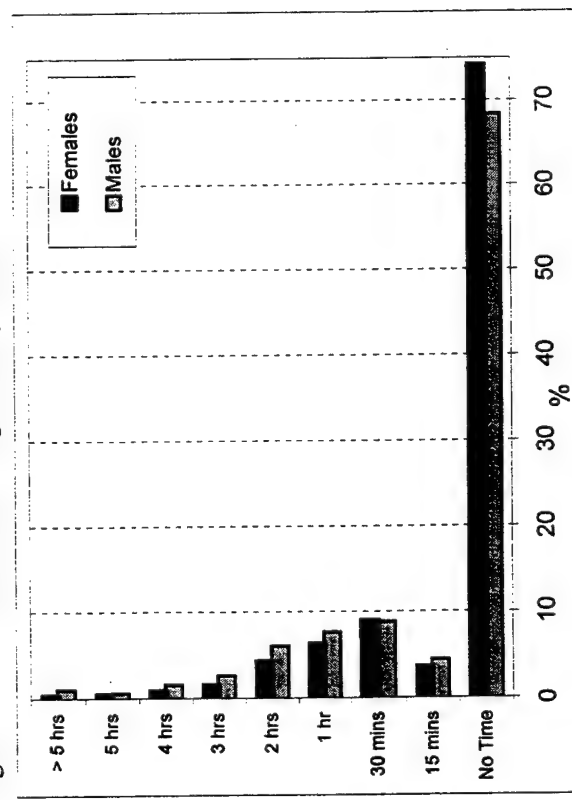


Figure 7-1G. Media Habits, Internet, by Gender

## Measures of Internet Usage

Questions on Internet use first appeared in YATS in 1996. Some of the questions were refined in 1997, and more questions were added. In general, YATS determined the percent of youth who accessed the Internet, how often they accessed the Internet, how long they stayed on, from what locations they accessed the Internet (home, school, work, etc.), and how they found specific sites on the Internet. YATS also asked about youth access to military home pages. The following sections present YATS findings with respect to these questions, and show how the answers vary by gender, age, race/ethnicity, and school status.

**Internet Access.** YATS respondents were asked:

*“Have you ever accessed or used the Internet [for something other than e-mail]?”*

The bracketed phrase, “for something other than e-mail,” was added in the 1997 version of the question. A biannual study of 7,500 U.S. households conducted by Computer Intelligence showed that electronic mail and web surfing are the most common Internet applications.<sup>2</sup> Since our objective was to evaluate Internet use as it might lead to information about military service, we excluded Internet use dedicated exclusively to e-mail. Table 7-2 shows the percent of youth responding affirmatively by gender, age, race/ethnicity, and school status.

These data show Internet access increased significantly among young people from 1996 to 1997. Among all males, it increased from 53.0 percent to 64.3 percent. The increase among females, from 47.3 percent to 61.6 percent, was even higher, so that the difference in usage between males and females was reduced from 5.7 percentage points in 1996 to 2.7 percentage points in 1997.

Internet access increased among all the demographic groups shown in Table 7-2. It increased for both students and nonstudents at all levels of education. It increased for all age groups, and it increased among Whites, Blacks,<sup>3</sup> and Hispanics. Since the 1997 question specifically excluded Internet usage limited to e-mail, and the 1996 question did not, the statistics in Table 7-2 may actually underestimate the increase in Internet usage.

---

<sup>2</sup> 1997 Consumer Technology Index (CTI) Study, Judith Vanderkay and Lauren Muckian, Computer Intelligence, Available HTTP: [http://www.ci.zd.com/news/PC\\_Penetration3.htm](http://www.ci.zd.com/news/PC_Penetration3.htm)

<sup>3</sup> The increase for Black males was statistically significant for  $\alpha=0.1$ , but not for  $\alpha=0.05$ ; other differences among males are statistically significant at  $\alpha=0.05$ .

Table 7-2. Internet Usage, by Gender, Age, School Status and Race/Ethnicity, 1996-1997

Question	<u>Males</u>		<u>Females</u>	
	1996	1997	1996	1997
Have you ever accessed or used the Internet [for something other than e-mail]?				
Total	53.0 (0.6)	64.3 (0.6)	47.3 (0.9)	61.6 (0.8)
<u>Age</u>				
16-17	54.4 (1.1)	69.0 (1.3)	47.8 (1.6)	63.1 (1.4)
18-19	54.0 (1.4)	65.2 (1.3)	49.5 (2.1)	64.7 (1.7)
20-21	52.8 (1.7)	61.4 (1.2)	49.6 (1.6)	62.3 (2.0)
22-24	51.1 (1.3)	61.7 (1.5)	44.0 (1.7)	57.9 (1.7)
<u>Students</u>				
Non-senior high school student	51.8 (1.4)	66.6 (1.6)	42.1 (2.4)	59.0 (1.8)
High school senior	52.7 (2.0)	71.1 (1.7)	51.3 (2.4)	67.3 (2.0)
Postsecondary/Graduate student	78.4 (1.0)	88.7 (0.8)	69.4 (1.4)	83.4 (1.1)
<u>Non-Students</u>				
Non-completer	23.8 (2.0)	32.7 (1.6)	20.1 (2.6)	29.0 (2.1)
High school graduate	34.7 (1.6)	45.0 (1.8)	23.4 (2.0)	35.1 (2.1)
Some college	50.4 (2.6)	64.8 (3.1)	42.7 (3.1)	55.6 (3.1)
College graduate	85.7 (2.1)	92.5 (1.7)	71.8 (3.6)	93.0 (1.8)
<u>Race/Ethnicity</u>				
White	59.1 (0.7)	71.8 (0.7)	54.0 (1.0)	68.4 (0.9)
Black	34.9 (1.9)	40.7 (2.7)	30.7 (2.1)	46.8 (2.4)
Hispanic	37.4 (1.5)	50.5 (1.8)	32.5 (2.4)	43.0 (2.1)
Note: Tabled values are percentages of the youth population with standard errors in parentheses.				
Source: Q402, Q608B, CALCAGE, EDSTAT, Q714, and Q715.				

The greatest demographic differences in Internet access are related to education. Less than a third of high school non-completers say they have been on the Net in the past year; while over 90 percent of college graduates say they have been on the Net. Internet access was most common among college graduates and postsecondary/graduate students.

Internet usage appears to decrease with age, particularly among young males (which are the primary focus of military recruiters). For example, in 1997 approximately 67 percent of 16-19 year-old males had accessed the Internet, compared to approximately 61 percent of 20-24 year-old males. These data do not show a clear relationship between age and Internet access among 16-21 year-old females (the

differences are statistically insignificant), although fewer 22-24 year-old females than 16-21 females accessed the Internet.

The relationship one might expect between age, education, and Internet access is complex. If Internet access is increasingly encouraged and facilitated in high schools, for example, persons who have already graduated or dropped out of high school are less likely to access the Internet. This suggests Internet use would decline with age. If Internet use is encouraged more among postsecondary students than among high school students, one might expect Internet use to be more common among (older) college students than among (younger) high school students. Thus, large differences among educational groups in their Internet habits do not directly translate to relationships between age and Internet use.

In both 1996 and 1997, Internet access was clearly greater for Whites than minorities, regardless of gender. In 1997, Internet usage was significantly higher among White males (71.8 percent) than Hispanic males (50.5 percent), and significantly higher for Hispanic males than Black males (40.7 percent). Access levels among Black females and Hispanic females did not differ significantly.

**Frequency of Internet Access.** Respondents who said they had been on the Internet were asked:

***"In the last year, how many times have you accessed the Internet?"***

Table 7-3 shows the frequency of Internet usage within the past year among youth who have been on the Internet. The question was open-ended—response options were not read to respondents. The levels shown in the table are the categories used by interviewers to tabulate responses. If a respondents said they were on the Internet "every day" or "almost daily," their response would be tabulated as "Almost Daily." If they said they were on "once or twice a week," their response would be tabulated as "Less than Daily." Thus, "less than daily" might be read as "weekly;" "less than weekly" might be read as "monthly." The results show that almost one-half of male Internet users (49.3 percent) and approximately 39 percent of female Internet users who had been on the Net were accessing the Internet on at least a weekly basis.



Table 7-3. Fall 1997 YATS – Frequency of Internet Usage, by Gender, 1997

Question	Males		Females	
	Percent	Cumulative	Percent	Cumulative
In the last year, how many times have you accessed the Internet?				
Almost daily	29.7 (0.6)	29.7	20.5 (0.8)	20.5
Less than daily	19.6 (0.8)	49.3	18.1 (0.8)	38.6
Less than weekly	17.2 (0.6)	66.5	18.5 (1.0)	57.1
6 – 11 times (less than monthly)	10.6 (0.6)	77.1	10.7 (0.6)	67.8
3 – 5 times	12.5 (0.5)	89.6	17.1 (0.9)	84.9
Once or twice	8.8 (0.5)	98.4	12.9 (0.8)	97.8
Did not access within the past year	0.8 (0.2)	99.2	1.2 (0.2)	99.0

Note: Tabled values are percentages of Internet users with standard errors in parentheses.

Source: Q402 and Q608D.

Table 7-4A shows the percent of all youth who access the Net at least weekly. Differences in the percent of youth who have ever used the Internet (Table 7-2) are evident in the percent of youth who access the Net at least weekly. For all groups, the percent who reported weekly use of the Net increased from 1996 to 1997. The percent of females who access the Net weekly nearly doubled, from 12.9 percent in 1996 to 23.8 percent in 1997. The percent of males who accessed the Net weekly increased by two-thirds, from 18.9 percent to 31.7 percent.

Dramatic differences in weekly access rates are evident among educational and race/ethnic groups. Compared to high school students, college students are twice as likely to access the Net weekly. College graduates are over 6 times more likely to access the Net weekly than high school dropouts. More than twice as many Whites are likely to access the Net weekly as Blacks or Hispanics.

Table 7-4B shows the percent of Internet users who access the Net at least weekly. It shows the patterns observed above are sustained, even if only Internet users are considered. More Internet users were accessing the Net weekly in 1997 than in 1996. Among Internet users, those with more education are more likely to access the Net weekly. More White Internet users than minority Internet users access the Net weekly. Differences in the percent of males and females who access the Net at all were similar (64.3 percent vs. 61.6 percent, Table 7-2). But differences in weekly access rates among Internet users are relatively large. For example, 49.3 percent of male Internet users access the Net weekly in 1997, compared to 38.7 percent of female Internet users.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Media Habits and Internet Usage Among the 1997 YATS Population**

**Table 7-4A. Fall 1997 YATS – Youth Who Access the Internet at Least Weekly, by Gender, Age, School Status, and Race/Ethnicity, 1996-1997**

Question	<u>Males</u>		<u>Females</u>	
	1996	1997	1996	1997
Total	18.9 (0.5)	31.7 (0.6)	12.9 (0.5)	23.8 (0.7)
<u>Age</u>				
16-17	15.7 (0.7)	29.9 (1.0)	8.8 (0.9)	17.3 (1.1)
18-19	17.5 (0.8)	30.3 (1.4)	13.0 (1.1)	25.6 (1.4)
20-21	20.8 (1.3)	31.7 (1.1)	16.5 (1.5)	29.1 (1.3)
22-24	21.2 (0.9)	34.1 (1.3)	13.4 (0.8)	23.9 (1.3)
<u>Students</u>				
Non-senior high school student	13.9 (0.9)	29.0 (1.3)	6.3 (0.8)	15.9 (1.6)
High school senior	13.7 (1.1)	28.5 (1.6)	11.0 (1.5)	17.6 (1.5)
Postsecondary/Graduate student	35.6 (1.2)	57.0 (1.1)	22.8 (1.1)	41.3 (1.5)
<u>Non-Students</u>				
Non-completer	5.4 (0.8)	10.0 (1.1)	3.0 (0.8)	6.3 (1.1)
High school graduate	8.8 (0.9)	15.0 (1.4)	5.0 (1.2)	9.3 (1.4)
Some college	19.1 (1.7)	28.3 (2.8)	13.8 (2.4)	22.4 (2.7)
College graduate	40.1 (3.1)	60.6 (3.3)	25.0 (2.8)	42.1 (3.8)
<u>Race/Ethnicity</u>				
White	21.4 (0.6)	37.0 (0.9)	14.3 (0.6)	27.4 (1.0)
Black	9.2 (1.3)	17.6 (1.7)	9.7 (1.2)	16.3 (1.8)
Hispanic	10.4 (1.1)	17.6 (1.3)	7.9 (1.2)	12.8 (1.4)
Note: Tabled values are percentages of the youth population with standard errors in parentheses.				
Source: Q402, Q608D, CALCAGE, EDSTAT, Q714, and Q715.				

Table 7-4B. Fall 1997 YATS – Internet Users Who Access the Internet at Least Weekly, by Gender, Age, School Status, and Race/Ethnicity, 1996-1997

Question	<u>Males</u>		<u>Females</u>		-
	1996	1997	1996	1997	
Total	35.6 (0.8)	49.3 (0.9)	27.2 (1.0)	38.7 (1.1)	
<u>Age</u>					
16-17	28.8 (1.1)	43.4 (1.3)	18.3 (1.7)	27.5 (1.6)	
18-19	32.4 (1.3)	46.5 (1.9)	26.3 (2.2)	39.6 (2.1)	
20-21	39.3 (2.3)	51.6 (1.9)	33.2 (2.9)	46.8 (1.8)	
22-24	41.5 (1.5)	55.3 (1.7)	30.5 (1.6)	41.2 (2.2)	
<u>Students</u>					
Non-senior high school student	26.8 (1.4)	43.5 (1.7)	14.9 (1.8)	26.9 (2.7)	
High school senior	26.0 (1.8)	40.0 (1.8)	21.4 (2.6)	26.2 (2.2)	
Postsecondary/Graduate student	45.4 (1.4)	64.3 (1.3)	32.8 (1.6)	49.5 (1.6)	
<u>Non-Students</u>					
Non-completer	22.5 (3.3)	30.5 (3.2)	14.7 (4.1)	21.8 (4.0)	
High school graduate	25.2 (2.3)	33.2 (2.8)	21.4 (4.3)	26.5 (3.2)	
Some college	37.9 (2.5)	43.6 (3.8)	32.3 (4.9)	40.3 (4.3)	
College graduate	46.8 (3.7)	65.5 (3.3)	34.8 (3.3)	45.3 (3.9)	
<u>Race/Ethnicity</u>					
White	36.3 (0.9)	51.4 (1.1)	26.5 (1.0)	40.0 (1.2)	
Black	26.5 (3.4)	43.3 (3.5)	31.6 (3.5)	34.8 (3.4)	
Hispanic	27.7 (2.8)	34.9 (2.4)	24.3 (3.4)	29.8 (3.0)	
Note: Tabled values are percentages of Internet users with standard errors in parentheses.					
Source: Q402, Q608D, CALCAGE, EDSTAT, Q714, and Q715.					

**Locations from Which Users Access the Internet.** Respondents who said they had been on the Internet were also asked:

*“Where have you accessed or used the Internet?”*

The question was open-ended, and no response categories were suggested to the respondents. In 1996, interviewers were told to tabulate answers using the categories “Home,” “School,” “Work,” “Library,” and “Other.” Respondents were encouraged to identify all the places from which they accessed the Internet, so multiple responses were allowed. Thus, the percentages (shown in Table 7-5) add to more than 100 percent. As Table 7-5 shows, a large percentage of 1996 responses did not fit any of the first four categories. Observation of a few interviews suggested that many youth were accessing the Internet

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Media Habits and Internet Usage Among the 1997 YATS Population**

from a friend's or relative's home. The 1997 YATS was revised accordingly to include "Friend's/Relative's" as a response category. As seen in Table 7-5, friend's/relative's location seem to have accounted for the majority of the "other" response which were observed in 1996. The categories "Cafe" and "Recruiter's Office" were also added, but few respondents mentioned accessing the Internet from these locations.

Table 7-5. Fall 1997 YATS – Location of Internet Usage, by Gender, 1997				
Question	<u>Males</u>		<u>Females</u>	
	1996	1997	1996	1997
Where have you accessed or used the Internet?				
School	60.5 (0.9)	63.8 (0.8)	60.3 (1.0)	65.1 (1.0)
Home	47.3 (0.8)	51.7 (0.8)	41.6 (1.1)	46.2 (1.3)
Work	14.1 (0.7)	14.7 (0.6)	13.0 (0.8)	15.4 (0.7)
Library	6.6 (0.5)	13.1 (0.6)	4.7 (0.4)	12.5 (0.7)
Friend's/Relative's	--	34.8 (0.7)	--	29.3 (0.7)
Café	--	1.4 (0.2)	--	0.8 (0.2)
Recruiter's office	--	0.0 (n/a)	--	0.0 (n/a)
Other location	32.0 (0.9)	2.8 (0.3)	25.5 (1.1)	2.1 (0.3)
Note: Tabled values are percentages of Internet users with standard errors in parentheses.				
-- Response category not available for 1996.				
Source: Q402 and Q608C.				

Although over 60 percent of Internet users say they accessed the Net from school, it appears that the Net is most frequently accessed from private residences (home + friend's/relative's).<sup>4</sup> Relatively few (about 1 in 8) Internet users report accessing the Internet from work. Fewer than 2 percent of Internet users mentioned cafes or similar commercial places for Internet access, and practically none of the youth mentioned accessing the Internet from a military recruiter's office.

Internet access from libraries is small (about 1 in 8), but nearly doubled among males (from 6.6 percent in 1996 to 13.1 percent in 1997) and more than doubled among females (4.7 percent to 12.5 percent). The percent of Internet users mentioning each location increased significantly from 1996 to 1997 with one exception: the percent of male users mentioning work.

<sup>4</sup> Note that some youth may have said both "home" and "friend's/relative's" so the percent accessing the Net from a private residence isn't the sum of these two percentages.

Table 7-6 presents by age group the percent of Internet users accessing the Net from different locations. Clearly, work-related Internet access increases with age. Over a quarter of 22-24 year-olds and approximately 18 percent of 20-21 year-olds reported accessing the Internet from work, compared to about 5 percent of 16-17 year-olds. As one might expect, access from schools (and libraries) was less frequent among older Internet users. Significantly more 16-17 year-old users (40 percent) than older users had accessed the Internet at homes outside of theirs. These high school-aged youth may have more opportunity to visit their friends' homes than older youth.

Table 7-7A presents, by educational group, the percent of male Internet users accessing the Net from various locations. Corresponding figures for females are found in Table 7-7B. Generally, the patterns of usage, by educational group, are what might be expected. Access from school was higher among students than nonstudents. More college students than high school students accessed the Internet from school. A surprisingly large percentage of non-students reported accessing the Internet from school—perhaps because they have been students recently.

Access from home seems to reflect socioeconomics: recent surveys have shown that home PC ownership remains closely linked to education and income.<sup>5</sup> Tables 7-7A and 7-7B show home access is lowest among high school dropouts and high school graduates who have not gone to college. These individuals are most likely to have recently set up households independent of their parents, and are least likely to be able to afford a PC. High school and college students are more likely to live in (or frequently visit) a relatively affluent parental household; college graduates are more likely to afford a PC of their own. The relatively low access from a friend's or relative's house by both college students and college graduates may also flow from relative affluence—they are more likely to have access from their own home, and therefore less likely to use a friend's or relative's.

Access from work increases with education. Apparently, Internet users who have graduated from college are more likely to have jobs that require Internet use, or at least to work in environments where the Internet is accessible.

Patterns of locations from which the Internet was accessed were generally similar for male and female Internet users. However, male college graduates were more likely than female college graduates to report accessing the Internet from work. And, among Internet users who are high school dropouts and college graduates, males were more likely than females to report accessing the Internet from the library.

---

<sup>5</sup> 1998 Consumer Technology Index (CTI) Study, Computer Intelligence.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Media Habits and Internet Usage Among the 1997 YATS Population**

Table 7-6. Fall 1997 YATS - Location of Internet Usage, by Gender and Age, 1996-1997									
Question	16-17 Year-Olds		18-19 Year-Olds		20-21 Year-Olds		22-24 Year-Olds		
	1996	1997	1996	1997	1996	1997	1996	1997	
<b>Males</b>									
Where have you accessed or used the Internet?									
School	58.0 (1.4)	68.7 (1.2)	66.1 (1.6)	69.7 (1.6)	64.5 (2.0)	63.5 (1.5)	55.6 (1.9)	54.8 (1.9)	
Home	48.2 (1.6)	53.1 (1.3)	45.1 (1.7)	49.2 (1.9)	49.2 (2.2)	51.8 (1.8)	46.9 (1.7)	52.4 (1.8)	
Work	2.9 (0.5)	5.2 (0.6)	6.2 (0.9)	7.9 (1.1)	14.9 (1.6)	17.1 (1.8)	29.5 (1.4)	27.3 (1.4)	
Library	8.1 (0.9)	14.8 (1.2)	6.5 (1.0)	14.9 (1.3)	6.4 (0.8)	10.0 (1.1)	5.4 (0.7)	12.3 (1.1)	
Friend's/Relative's	--	40.9 (1.3)	--	36.5 (1.7)	--	31.8 (1.4)	--	30.0 (1.3)	
Other location	40.0 (1.7)	2.1 (0.4)	33.3 (1.9)	2.7 (0.5)	26.2 (1.5)	3.7 (0.7)	28.0 (1.7)	2.9 (0.5)	
<b>Females</b>									
Where have you accessed or used the Internet?									
School	59.3 (1.6)	65.6 (1.7)	65.9 (2.4)	72.8 (1.7)	68.3 (2.1)	71.9 (2.2)	50.8 (2.3)	54.1 (2.3)	
Home	43.1 (2.3)	44.9 (1.8)	37.6 (2.2)	43.9 (2.4)	37.6 (2.8)	45.4 (2.4)	46.5 (2.1)	49.5 (2.5)	
Work	2.2 (0.7)	4.8 (0.8)	5.8 (1.3)	8.1 (1.2)	16.7 (2.2)	18.9 (1.4)	24.2 (1.9)	27.3 (1.9)	
Library	7.0 (1.1)	15.4 (1.2)	5.3 (1.2)	15.8 (1.7)	4.3 (1.0)	11.6 (1.4)	2.7 (0.7)	8.3 (1.2)	
Friend's/Relative's	--	39.1 (2.2)	--	28.7 (2.1)	--	23.2 (1.7)	--	26.3 (1.7)	
Other location	36.6 (1.6)	2.1 (0.5)	26.5 (2.4)	1.5 (0.5)	18.1 (2.4)	2.4 (0.7)	21.6 (2.2)	2.5 (0.8)	
Note: Tabled values are percentages of Internet users with standard errors in parentheses.									
Source: Q402, CALCAGE, and Q608C.									

Table 7-7A. Fall 1997 YATS - Location of Internet Usage Among Males, by School Status, 1996-1997

Table 7-7A. Fall 1997 YATS - Location of Internet Usage Among Males, by School Status, 1996-1997							
Question	Students			Non-Students			
	Non-Senior High School Student	High School Senior	Postsecondary/ Graduate Student	Non-Completer	High School Graduate	Some College	College Graduate
1996							
Where have you accessed or used the Internet?							
School	58.3 (1.6)	56.1 (2.3)	80.5 (1.0)	23.8 (3.3)	27.8 (3.0)	47.8 (3.3)	65.8 (3.7)
Home	46.4 (1.9)	47.9 (2.6)	49.3 (1.3)	38.4 (4.1)	44.7 (2.5)	47.2 (3.4)	52.5 (3.8)
Work	2.0 (0.7)	3.7 (0.9)	12.9 (1.2)	17.5 (2.7)	18.1 (2.1)	27.8 (2.8)	46.2 (3.1)
Library	8.4 (1.2)	7.2 (1.2)	5.9 (0.7)	5.3 (1.7)	6.3 (1.4)	4.8 (1.5)	6.8 (1.6)
Friend's/Relative's	--	--	--	--	--	--	--
Other location	41.5 (2.0)	38.2 (2.5)	21.4 (1.2)	56.8 (4.2)	42.2 (2.8)	26.5 (3.4)	21.5 (2.8)
1997							
Where have you accessed or used the Internet?							
School	66.0 (1.6)	72.1 (1.8)	81.8 (1.0)	25.1 (3.2)	33.4 (2.5)	43.9 (4.1)	68.4 (3.6)
Home	51.5 (1.9)	49.9 (2.2)	57.9 (1.4)	34.4 (3.2)	44.2 (2.6)	50.5 (4.2)	60.8 (3.5)
Work	4.1 (0.6)	5.3 (0.8)	15.9 (1.1)	14.9 (2.7)	14.2 (2.0)	28.4 (3.0)	51.6 (3.8)
Library	15.5 (1.3)	13.9 (1.7)	12.4 (1.0)	16.1 (2.8)	10.6 (1.4)	8.1 (1.9)	15.7 (3.2)
Friend's/Relative's	40.9 (1.7)	39.5 (2.1)	23.6 (1.2)	53.9 (3.5)	48.2 (2.6)	35.9 (3.9)	15.8 (2.3)
Other location	2.2 (0.5)	2.4 (0.6)	3.7 (0.5)	3.4 (1.3)	1.8 (0.9)	2.1 (1.1)	2.2 (1.0)
Note: Tabled values are percentages of Internet users with standard errors in parentheses.							
Source: Q402, EDSTAT, and Q608C.							

Note: Tabled values are percentages of Internet users with standard errors in parentheses.

Source: Q402, EDSTAT, and Q608C.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Media Habits and Internet Usage Among the 1997 YATS Population**

**Table 7-7B. Fall 1997 YATS - Location of Internet Usage Among Females, by School Status, 1996-1997**

Question	Students			Non-Students			
	Non-Senior High School Student	High School Senior	Postsecondary/ Graduate Student	Non- Completer	High School Graduate	Some College	College Graduate
<b>1996</b>							
Where have you accessed or used the Internet?							
School	57.4 (2.5)	57.2 (2.5)	78.3 (1.6)	22.4 (4.6)	29.2 (4.2)	28.0 (3.7)	55.6 (4.6)
Home	41.8 (2.6)	39.7 (3.4)	40.1 (1.8)	39.1 (6.7)	38.6 (5.0)	50.0 (4.5)	49.4 (4.2)
Work	2.0 (0.8)	5.9 (1.7)	11.1 (1.2)	12.0 (4.0)	21.0 (3.0)	25.1 (3.9)	34.5 (4.4)
Library	7.0 (1.7)	7.4 (1.6)	4.2 (0.7)	3.2 (1.8)	5.2 (1.9)	1.6 (1.2)	3.2 (1.6)
Friend's/Relative's	--	--	--	--	--	--	--
Other location	37.8 (2.7)	34.6 (3.3)	17.1 (1.6)	45.7 (6.0)	34.5 (4.3)	31.3 (4.4)	10.4 (2.9)
<b>1997</b>							
Where have you accessed or used the Internet?							
School	63.4 (1.8)	67.8 (2.7)	81.0 (1.0)	24.6 (4.2)	28.7 (3.0)	43.8 (3.2)	68.9 (4.3)
Home	44.4 (2.4)	40.9 (2.6)	49.5 (2.0)	42.0 (5.5)	39.9 (4.1)	47.9 (3.8)	48.5 (3.8)
Work	4.5 (1.3)	6.6 (1.4)	15.2 (1.2)	13.8 (3.5)	20.6 (3.0)	24.8 (3.7)	35.9 (4.3)
Library	16.1 (1.6)	16.2 (1.6)	12.7 (1.1)	9.4 (2.9)	8.5 (2.4)	8.2 (2.1)	10.8 (2.8)
Friend's/Relative's	39.2 (2.7)	38.3 (2.7)	20.7 (1.2)	42.2 (5.4)	37.1 (3.8)	36.0 (3.5)	20.0 (3.0)
Other location	2.3 (0.6)	1.2 (0.5)	2.3 (0.6)	2.4 (1.7)	3.4 (1.4)	20.0 (1.1)	0.4 (0.4)

Note: Tabled values are percentages of Internet users with standard errors in parentheses.

Source: Q402, EDSTAT, and Q608C.



Table 7-8 presents location of Internet access by gender and race. More than twice as many Black Internet users accessed the Net from the library compared to White Internet users. In contrast, significantly more White Internet users accessed the Internet from home than Blacks or Hispanics. Obviously, this is due to socioeconomic differences between Whites and minorities.

**Methods Used to Find Internet Sites.** The YATS also included six questions about methods used to find sites on the Internet:

- *“Do you use search engines to find sites on the Internet?”*
- *“Do you use web addresses found in magazines or mentioned on TV or radio to find sites on the Internet?”*
- *“Do you click on ON-LINE advertising to find sites on the Internet?”*
- *“Do you go to web sites suggested by parents, friends, or others?”*
- *“Do you go to web sites recommended by teachers?”*
- *“Do you ever just surf the web to find sites on the Internet?”*

To conserve survey administration time, only one-half of the users, randomly selected, were asked these questions.

Results from these questions are presented in Table 7-9. On-line advertising, used by less than 30 percent of Internet users, was least common. All other methods were used by a majority of Internet users. As might be expected, males are somewhat more likely to find sites by surfing the web (80.7 percent of males vs. 73.6 percent of females). Females are somewhat more likely to find sites as a result of teacher recommendations (65.3 percent of females vs. 55.4 percent of males).

In general, utilization of different methods of finding Internet sites did not differ by the educational status of Internet users. Roughly the same percent of youth, for example, reported surfing the web, regardless of educational status. Postsecondary students and college graduates, however, were more likely to report using search engines. For example, among males, 87 percent of college graduates, 75 percent of postsecondary students, about 57 percent of high school seniors, and about 43 percent high school graduates reported using search engines. Students, of course, were more likely to report finding sites recommended by teachers.

**Table 7-8. Fall 1997 YATS - Location of Internet Usage, by Gender and Race/Ethnicity, 1996-1997**

Question	<u>White</u>		<u>Black</u>		<u>Hispanic</u>	
	1996	1997	1996	1997	1996	1997
<b>Males</b>						
Where have you accessed or used the Internet?						
School	61.3 (1.1)	64.0 (0.9)	61.7 (2.9)	68.9 (3.3)	53.9 (2.5)	56.0 (2.7)
Home	49.9 (1.0)	54.9 (1.0)	35.6 (3.2)	37.7 (4.0)	32.6 (2.7)	38.0 (2.7)
Work	13.6 (0.8)	15.5 (0.7)	12.7 (2.3)	11.0 (2.3)	14.8 (2.1)	11.4 (1.6)
Library	6.1 (0.5)	11.5 (0.7)	10.3 (2.2)	23.5 (3.3)	7.7 (1.9)	14.8 (2.0)
Friend's/Relative's	--	35.2 (0.9)	--	31.5 (2.6)	--	38.0 (2.7)
Other location	32.1 (0.9)	2.9 (0.4)	26.2 (3.3)	2.3 (1.0)	38.3 (3.1)	2.8 (1.0)
<b>Females</b>						
Where have you accessed or used the Internet?						
School	59.4 (1.3)	64.8 (1.1)	64.1 (4.5)	68.1 (2.4)	57.9 (4.3)	62.3 (4.2)
Home	43.7 (1.2)	49.1 (1.4)	26.7 (3.6)	30.1 (3.5)	36.7 (4.2)	37.6 (3.1)
Work	11.9 (1.1)	14.8 (0.8)	17.1 (3.3)	18.7 (2.8)	16.4 (3.3)	17.0 (2.7)
Library	4.1 (0.5)	10.5 (0.7)	6.1 (2.0)	22.6 (2.9)	6.4 (2.4)	13.0 (2.7)
Friend's/Relative's	--	29.7 (0.9)	--	29.0 (2.8)	--	27.2 (3.5)
Other location	27.1 (1.1)	2.4 (0.4)	18.8 (3.1)	1.5 (0.6)	25.4 (5.0)	0.2 (0.2)
Note: Tabled values are percentages of Internet users with standard errors in parentheses. Source: Q402, Q714, Q715, and Q608C.						

Table 7-9. Fall 1997 YATS – Methods for Finding Internet Sites, by Gender

Question	Males	Females
Do you (use)...to find sites on the Internet?		
Surf the web	80.7 (0.9)	73.6 (1.3)
Web addresses found in magazines or mentioned on TV or radio	76.0 (1.0)	68.4 (1.2)
Web sites suggested by parents, friends, or others	74.6 (1.1)	76.6 (1.2)
Search engines	62.1 (1.1)	58.5 (1.5)
Web sites recommended by teachers	55.4 (1.1)	65.3 (1.6)
On-Line advertising	29.5 (1.0)	29.1 (1.3)
Note: Tabled values are percentages of Internet users with standard errors in parentheses.		
Source: Q402, Q608J6, Q608J2, Q608J4, Q608J1, Q608J5, and Q608J3.		

**Access of Military Web Sites.** All youth who had accessed the Internet were asked:

***“Have you ever seen or visited a home page for one of the military Services?”***

and those who responded affirmatively were further queried:

***“Have you ever seen or visited a home page which provides information about serving in the military?”***

Those who answered “yes” to this received the follow-on question: ***“Which Services?”***

Results are shown in Table 7-10. The percentages in Table 7-10 are of all youth, not just of the Internet users. Thus, 8.1 percent of all 16-24 year-old males and 4.1 percent of 16-24 year-old females had seen a Service web page in 1997. While these percentages are small compared, say, to the percent of youth who had seen or heard military advertising, they more than doubled between 1996 and 1997.

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Media Habits and Internet Usage Among the 1997 YATS Population**

Table 7-10. Fall 1997 YATS – Access of Military Web Sites, by Gender, 1997				
Question	<u>Males</u>		<u>Females</u>	
	1996	1997	1996	1997
Have you ever seen or visited a home page for one of the military Services?	3.3 (0.2)	8.1 (0.4)	1.5 (0.2)	4.1 (0.3)
Have you ever seen or visited a home page <u>which provides information about serving in the military?</u>	1.8 (0.2)	4.8 (0.3)	0.8 (0.1)	2.2 (0.2)
... Which Services?				
Army	0.8 (0.1)	2.0 (0.2)	0.4 (0.1)	0.7 (0.1)
Navy	0.6 (0.1)	1.9 (0.2)	0.3 (0.1)	0.7 (0.1)
Marine Corps	0.7 (0.1)	1.8 (0.2)	0.2 (0.1)	0.6 (0.1)
Air Force	0.7 (0.1)	1.9 (0.2)	0.3 (0.1)	0.8 (0.0)
Coast Guard	0.1 (0.0)	0.3 (0.1)	0.1 (0.0)	0.1 (0.0)
Note: Tabled values are percentages of Internet users with standard errors in parentheses.				
Source: Q402, Q608F, Q608G, and Q608H.				

Table 7-10 also shows the percentage of youth who had seen each specific Service's web page containing information on serving in that Service. Exposure to this type of information more than doubled between 1996 and 1997 for all Services (except the Coast Guard among females). While the percentages are still very small in magnitude (2 percent or less), the trend is very positive. This growth in "reach" is surely a finding that must be considered by the Services who are planning their future marketing/advertising campaigns.

Table 7-11 shows the percent of youth, by age, educational status, and race/ethnicity, who have visited a home page for one of the military services. Table 7-12 shows the percent who have visited a military home page which provides information about serving in the military. Visiting military web pages is more common among younger men than among older men. In 1997, for example, significantly more 16-19 year-old males (9 - 10 percent) than 20-24 year-old males (about 7 percent) had seen a military web page. Similar age differences were not observed among females.

Table 7-11. Fall 1997 YATS – Access of Military Web Sites, by Gender, Age, School Status, and Race/Ethnicity, 1996-1997

Question	<u>Males</u>		<u>Females</u>	
	1996	1997	1996	1997
Have you ever seen or visited a home page for one of the military Services?				
Total	3.3 (0.2)	8.1 (0.4)	1.5 (0.2)	4.1 (0.3)
<u>Age</u>				
16-17	4.6 (0.5)	10.1 (0.7)	1.6 (0.4)	4.2 (0.6)
18-19	2.9 (0.4)	8.9 (0.9)	1.7 (0.4)	3.8 (0.6)
20-21	3.1 (0.5)	6.8 (0.7)	1.6 (0.4)	4.5 (0.8)
22-24	2.9 (0.4)	6.8 (0.7)	1.1 (0.3)	4.0 (0.6)
<u>Students</u>				
Non-senior high school student	3.9 (0.6)	10.4 (0.8)	2.0 (0.6)	4.2 (0.8)
High school senior	5.7 (0.8)	9.0 (1.0)	1.7 (0.8)	4.0 (0.8)
Postsecondary/Graduate student	3.8 (0.6)	11.7 (1.0)	2.2 (0.4)	5.5 (0.7)
<u>Non-Students</u>				
Non-completer	0.9 (0.3)	3.2 (0.7)	0.1 (0.1)	1.4 (0.6)
High school graduate	2.5 (0.5)	4.2 (0.7)	1.0 (0.4)	2.4 (0.7)
Some college	2.4 (0.8)	7.7 (1.4)	0.3 (0.3)	4.9 (1.3)
College graduate	6.3 (1.6)	10.8 (2.7)	2.5 (1.1)	6.4 (1.8)
<u>Race/Ethnicity</u>				
White	3.7 (0.3)	9.8 (0.5)	1.7 (0.2)	4.5 (0.4)
Black	1.6 (0.5)	2.0 (0.6)	1.0 (0.5)	3.0 (0.9)
Hispanic	2.8 (0.7)	5.5 (0.7)	1.4 (0.5)	3.2 (1.0)
Note: Tabled values are percentages of Internet users with standard errors in parentheses.				
Source: Q402, Q608F, CALCAGE, EDSTAT, Q714, and Q715.				

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
**Media Habits and Internet Usage Among the 1997 YATS Population**

**Table 7-12. Fall 1997 YATS – Access of Military Web Sites, by Gender, Age, School Status, and Race/Ethnicity, 1996-1997**

Question	<u>Males</u>		<u>Females</u>	
	1996	1997	1996	1997
Have you ever seen or visited a home page <u>which provides information about serving in the military?</u>				
Total	1.8 (0.2)	4.8 (0.3)	0.8 (0.1)	2.2 (0.2)
<u>Age</u>				
16-17	2.5 (0.4)	5.8 (0.5)	1.0 (0.3)	2.5 (0.4)
18-19	1.5 (0.3)	5.9 (0.6)	1.1 (0.4)	2.6 (0.5)
20-21	1.8 (0.3)	4.2 (0.5)	0.7 (0.3)	2.1 (0.6)
22-24	1.5 (0.3)	3.7 (0.4)	0.4 (0.2)	1.8 (0.2)
<u>Students</u>				
Non-senior high school student	2.2 (0.4)	6.0 (0.6)	1.2 (0.4)	2.6 (0.6)
High school senior	2.8 (0.5)	5.6 (0.8)	1.5 (0.6)	2.7 (0.7)
Postsecondary/Graduate student	1.9 (0.3)	7.2 (0.7)	0.7 (0.3)	2.5 (0.5)
<u>Non-Students</u>				
Non-completer	0.5 (0.2)	2.3 (0.5)	0.1 (0.1)	0.8 (0.4)
High school graduate	1.7 (0.3)	2.2 (0.5)	0.8 (0.4)	1.0 (0.3)
Some college	1.6 (0.6)	4.2 (1.2)	0.3 (0.3)	2.9 (1.0)
College graduate	2.9 (1.0)	5.0 (1.7)	0.7 (0.7)	3.9 (1.4)
<u>Race/Ethnicity</u>				
White	2.1 (0.2)	5.9 (0.4)	0.8 (0.2)	2.4 (0.3)
Black	0.9 (0.4)	1.4 (0.4)	0.7 (0.4)	1.6 (0.6)
Hispanic	1.0 (0.3)	3.4 (0.7)	0.8 (0.4)	1.7 (0.6)
Note: Tabled values are percentages of the youth population with standard errors in parentheses.				
Source: Q402, Q608G, CALCAGE, EDSTAT, Q714, and Q715.				

Access of military web pages increased significantly for all educational groups. To some degree, the likelihood of visiting a military web page roughly follows the likelihood of being on the Internet—those most likely to have accessed the Internet at least weekly (college students and college graduates, Table 7-4A) are most likely to have visited a military home page. However, among Internet users, high school students are more likely to have visited a military home page. Comparing Tables 7-11 with 7-4A, for example, shows about 1 in 7 high school students who are on the Internet weekly have visited a home page which provides information about military service. In contrast, about 1 in 13 college graduates who are on the Internet weekly have visited a military home page which provides information

about military service. Among Internet users, high school students appear most likely to visit a home page that provides information on military service.

### Summary of Media Habits and Internet Usage

This chapter has presented findings on the media habits and Internet usage of young men and women. Results show on any particular day, most youth (83 to 89 percent) watch television and listen to the radio. Those who watch television or listen to the radio typically spend 2 hours or more doing so. In contrast, only about half of youth read a magazine or a newspaper on any particular day. Those who do read magazines or newspapers spend, on average, less than an hour doing so. Youth typically spend less time in the Internet than watching television or listening to the radio, but more time than reading magazines or newspapers. About a third of men and a quarter of women were on the Net on any particular day; on average, they spent more than an hour on the Net.

Internet usage has increased significantly from 1996 to 1997; the increase was greater among females than males. In 1997, more than three-fifths of both men and women reported they had been on the Net. Nearly a third of men and a quarter of women report they are on the Net at least weekly. Internet use varies with education: over 90 percent of college graduates report they have been on the Net; less than a third of high school non-completers report they have been on the Net. More college students than high school students have been on the Net.

Over 60 percent of Internet users access the Net from school. About half access the Net from their home, and a third from a friend's or relative's home. About one-sixth of Internet users report accessing the Net from work, and about one-sixth report accessing the Net from libraries. Access from libraries doubled (among men) or tripled (among women) from 1996 to 1997. The locations from which Internet users access the Net are predictable: Nonstudents with more education (and presumably greater affluence) are more likely to access the Net from home; Whites are more likely than minorities to access the Net from Home. Those with more education are more likely to access the Net from work. Younger respondents are more likely to access the Net from a friend's or relative's house.

The majority of users report they find Internet sites by just "surfing the web;" from web addresses found in print, TV, or radio advertising; from suggestions of others; and by using search engines. Less than one-third of Internet users said they find sites through on-line advertising.

Relatively few youth (8 percent of all young men and 4 percent of young women) reported they had visited a home page for one of the military Services. Even fewer reported they had visited a

**Youth Attitude Tracking Study 1997: Propensity and Advertising Report**  
***Media Habits and Internet Usage Among the 1997 YATS Population***

---

home page which provides information about serving in the military. About 2 percent of men and less than 1 percent of women reported visiting Web sites for particular Services (i.e., Army, Navy, Marine Corps, and Air Force). However, in almost all instances, the percent of youth visiting a military home page in 1997 was at least double the 1996 statistic. Thus, the Internet holds promise as a significant means for the Services to provide information on military service to interested, technically-savvy youth.



## APPENDIX A

### CALCULATION OF ADJUSTMENT WEIGHTS FOR MEDIA HABITS REPORTING

Figure A-1 presents the total number of completed YATS interviews for males and females by the day of week. For males and females the patterns of completions are very similar. The fewest number of interviews were completed on Sundays and Fridays and the greatest number of interviews were completed on Monday.

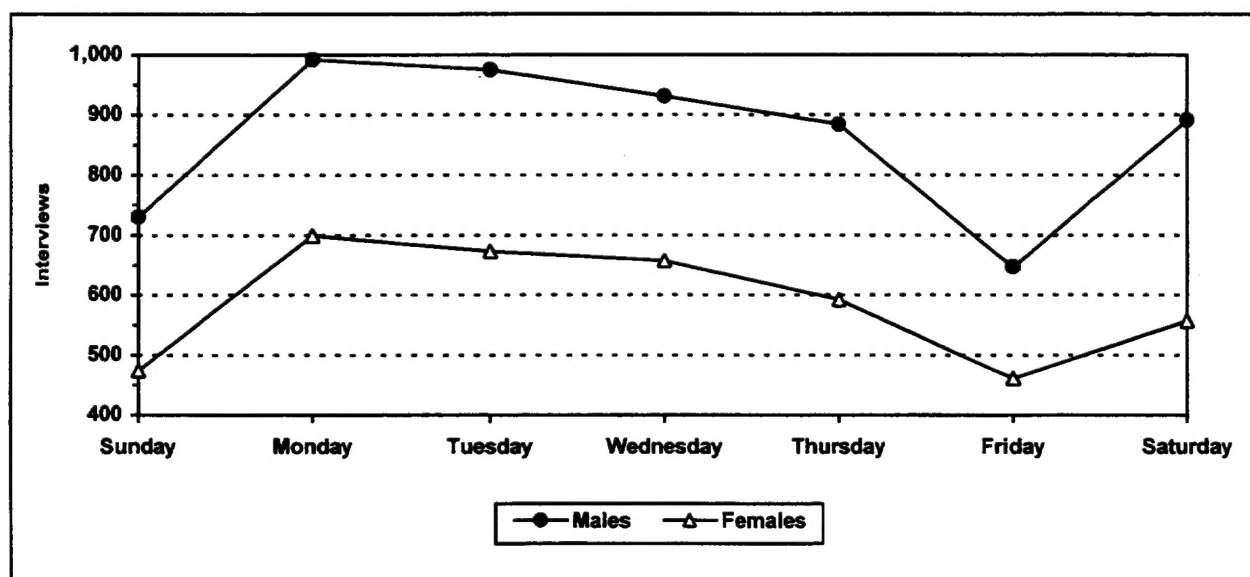


Figure A-1. Fall 1997 YATS – Completed YATS Interviews by Day of Week

This variation in completed interviews by day of the week was considered potentially problematic for the reporting of media habits. Media habits, such as television viewing or listening to the radio, are reported by respondents for the day prior to the interview. Given the distribution of completed interviews by day of week, an unadjusted reporting of media habits would underrepresent Saturday and Thursday viewing behavior and overrepresent Sunday media habits. To even the contribution of media habits by day of week, and so report for a "standardized" period one day prior to the interview, adjustment weights were calculated. Table A-1 presents the weighted counts of completed interviews by day of week. Table A-2 presents the adjustment factors computed for each day of the week.

**Appendix A**

Table A-1. Weighted Count of Completed Interviews by Gender and Day of Week									
Gender	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total	Average
Males	1,920,904	2,649,527	2,680,077	2,449,445	2,461,897	1,797,167	2,340,378	16,299,395	2,328,485
Females	1,802,001	2,777,983	2,632,944	2,617,047	2,413,609	1,843,195	2,171,670	16,258,448	2,322,635

Table A-2. Adjustment Factors by Gender and Day of Week							
Gender	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Males	1.2122	.8788	.8688	.9506	.9458	1.2956	.9949
Females	1.2889	.8361	.8821	.8875	.9623	1.2601	1.0695

The average number of weighted YATS respondents for a week day was 2,328,485 ( $16,299,395 \div 7$ ) for males and 2,322,635 ( $16,258,448 \div 7$ ) for females. To calculate the adjustment factor for media habits, this average was divided by the actual weighted count of respondents for a particular day. For example the adjustment factor for males for Monday is  $2,328,485 \div 2,649,527$  or 0.8788 (The factors displayed in Table A-2 are not presented in full precision.). YATS survey sample weights were then multiplied by these factors. As a result, each week day has an equal contribution in summarizing the media habits of YATS respondents.

---

## REFERENCES

Wilson, M.J, and Chu, A. (1998). The Fall 1997 YATS Sample Design, Selection, and Weighting Report. (Prepared under contract to the Defense Manpower Data Center, U.S. Department of Defense). Rockville, MD: Westat.

**REPORT DOCUMENTATION PAGE**Form Approved  
OMB No. 0704-0188

Public reporting burden for this collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302, and to the Office of Management and Budget, Paperwork Reduction Project (0704-0188), Washington, DC 20503.

<b>1. AGENCY USE ONLY (Leave blank)</b>		<b>2. REPORT DATE</b> June 11, 1998	<b>3. REPORT TYPE AND DATES COVERED</b> Final	
<b>4. TITLE AND SUBTITLE</b> Youth Attitude Tracking Study 1997: Propensity and Advertising Report			<b>5. FUNDING NUMBERS</b> C - DASW01-96-C-0041 WU - Item 0008BA	
<b>6. AUTHOR (S)</b> Michael J Wilson, James B. Greenlees, Tracey Hagerty, D. Wayne Hintze, and Jerome D. Lehnus				
<b>7. PERFORMING ORGANIZATION NAMES (S) AND ADDRESS (ES)</b> Westat, Inc. 1650 Research Blvd. Rockville, MD 20850			<b>8. PERFORMING ORGANIZATION REPORT NUMBER</b>	
<b>9. SPONSORING/MONITORING AGENCY NAMES(S) AND ADDRESS(ES)</b> Defense Manpower Data Center Attn: Dr. Jerome D. Lehnus 1555 Wilson Blvd., Suite 701 Arlington, VA 22209-2593			<b>10. SPONSORING/MONITORING AGENCY REPORT NUMBER</b>	
<b>11. SUPPLEMENTARY NOTES</b>				
<b>12a. DISTRIBUTION/AVAILABILITY STATEMENT</b>			<b>12b. DISTRIBUTION CODE</b>	
<b>13. ABSTRACT (Maximum 200 words)</b>  This report presents findings from the Fall 1997 Youth Attitude Tracking Study (YATS) survey administration conducted by Westat during the Fall of 1997. Findings cover results from questions on enlistment propensity, advertising awareness, recruiter contact, slogan recognition, media habits, and Internet usage among 16- to 24- year-old American youth. Findings are presented separately for males and females by demographic factors such as age, race/ethnicity, school status, employment status, and region of residence.  Interviews were conducted with 10,163 youth between September 3 and November 23, 1997. Interviews lasted approximately 30 minutes and were administered using the computer assisted telephone interviewing (CATI) methodology. Youth who participated in the survey were part of a cross-sectional sample of the population which was selected by a list-assisted random digit dialing (RDD) method.				
<b>14. SUBJECT TERMS</b> youth attitudes, enlistment propensity, military advertising, military advertising awareness, slogan recognition, media habits, Internet			<b>15. NUMBER OF PAGES</b>	
			<b>16. PRICE CODE</b>	
<b>17. SECURITY CLASSIFICATION OF REPORT</b> Unclassified	<b>18. SECURITY CLASSIFICATION OF THIS PAGE</b> Unclassified	<b>19. SECURITY CLASSIFICATION OF ABSTRACT</b> Unclassified	<b>20. LIMITATION OF ABSTRACT</b>  SAR	